



## TRADE NEWS

FIRST MAJOR OPERA TELECAST IN COLOR PRESENTED ON 'NBC-TV OPERA THEATRE'  
BY RCA COMPATIBLE COLOR SYSTEM; 'CARMEN' SEEN IN 1-HOUR VERSION

The first color telecast of a major opera was presented Saturday, Oct. 31 (5:30 to 6:30 p.m., EST) when a performance of "Carmen" by the NBC TELEVISION OPERA THEATRE was transmitted by the RCA compatible color television system under temporary experimental authorization of the Federal Communications Commission.

The one-hour version of the Bizet classic was staged at the RCA-NBC color studio, the Colonial Theatre, in New York. Because the RCA compatible color system was used, the "Carmen" telecast was seen in high-definition black-and-white on television receivers throughout the country.

For the historic occasion, NBC built an entirely new production of the colorful opera. Costumes and sets were designed and executed by NBC's staging services, and the opera was adapted to the more intimate techniques of television.

In a blending of the musical and artistic talents of the NBC Television Opera Theatre's staff and the network's pioneer "color corps," dramatic and musical highlights of "Carmen" were brought out vividly in the colorcast.

Vera Bryner sang the title role in the production, which marked the opening of the NBC Television Opera Theatre's 1953-54 season. Robert Rounseville sang Don Jose and Warren Galjour was Escamillo, the toreador.

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2 - 'NBC Television Opera Theatre'

The production was prepared and presented by the NBC Television Opera Theatre's regular staff with Samuel Chotzinoff as producer and Peter Herman Adler as music and artistic director. Charles Polacheck was associate producer, Kirk Browning was television director, John Bloch was assistant television director, and Leo Mueller was assistant conductor.

The settings for the production were designed by William Molyneux and the costumes by John Boxer, both in consultation with Richard Day, NBC's color expert.

The NBC "color corps" was headed by Barry Wood. This group gave the production all the new techniques of lighting, staging, costuming and make-up developed in previous colorcasts, such as that of the presentation of "St. George and the Dragon" by "Kukla, Fran and Ollie" on Aug. 30 this year.

The Colonial Theatre is the world's first fully-equipped studio for compatible color. Experimental colorcasts have been originating there for the past year. The entire theatre and its excellent acoustical qualities were used, with the NBC Orchestra being seated in the balcony, which tests have shown to be the best location for the musicians. This also gave greater scope to the performers and the cameras on stage.

In addition to the three principals, David Atkinson sang Zuniga, the officer; Emalina de Vita was Mercedes, Nadja Witkowska was Frasquita, A. Winfield Hoeny was Dancairo, the smuggler; and Edward Moor as Don Jose's double, narrating the story.

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3 - 'NBC Television Opera Theatre'

The singing chorus included Dorothy Candee, Elizabeth Dunning, Beth Hawkins, Ruth Kobart, Carole O'Hara, Frances Paige, Dina Soresi, Louise Whetsel, Robert Goss, Gordon Heron, Robert Holland, Paul Huddleston, Joseph Lambiase, Robert Leffler, David Williams and Jan Zadorozny.

In the opera, for the first time in the NBC opera series, were a group of actors as supernumeraries with the chorus singing off-camera. The following were chosen for the extra parts: Bolivia, Violetta Diaz, Alice Fraser, Olga Overton, Joe Abdullah, Emil Belasco, Michael Drake, Antonio Livas, Henry Miller, Carlos Montero, Eugene Pellegrini, Remo Pisani, Louis Schaw and Brian Turner.

Dancers chosen by choreographer Aida Alvarez were Teresita, Fernando Ramos and two children, Vickie and Frankie Vega, completing the cast of 44.

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NBC-New York, 11/2/53



# NBC

## TRADE NEWS

November 2, 1953

PAPER-MATE IS SECOND PARTICIPATING SPONSOR IN 'THREE PLAN'  
ON NBC RADIO; SIGNS FOR 6-WEEK PERIOD ON THREE SERIES

The Paper-Mate Company, Inc., has purchased three participations per week in the "Three Plan" it was announced today by Fred Horton, director of sales for the NBC Radio Network.

Paper-Mate participations will be included Mondays, Wednesdays and Fridays in the FIBBER MCGEE AND MOLLY period for six weeks beginning Nov. 16. The contract was signed through Foote Cone & Belding, in the interest of Paper-Mate Pens.

Paper-Mate in signing the contract has become the second national advertiser to take advantage of the NBC Radio Network "Three Plan," the first being the Lewis-Howe Company, makers of Tums.

The "Three Plan," which went into effect on the NBC radio network on Oct. 5, is so called because it is limited to three specific strip programs and the minimum purchase requirement for the advertiser is a total of three participations per week.

Programs in the plan are SECOND CHANCE (Network except WNBC 11:45-12:00 Noon, EST), an audience-participation show attracting large, primarily house-wife audiences; IT PAYS TO BE MARRIED (5:45-6:00 p.m., EST), another audience-participation show in which husbands and wives

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tell how their marriages have succeeded despite tremendous hardships; and FIBBER McGEE AND MOLLY (10:00-10:15 p.m., EST), radio's perennial favorites in a new 15-minute format. All three programs are aired Monday through Friday.

Each of the 15-minute segments may have three one-minute announcements, or 15 commercial availabilities a week per strip, making a total of 45 participations per week in the three strips. An advertiser may buy as many participations as he wants in any of the strips. The price is based on one-third of the 15-minute rate for time, and a pro-rata share of the overall talent cost.

The plan gives the client great flexibility, frequency of advertising, large cumulative audiences and low cost per thousand.

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NBC-New York, 11/2/53

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FIVE MORE SPONSORS TAKE PARTICIPATIONS ON 'TODAY'

Five more sponsors, ordering participations ranging from one to eight, have purchased time on TODAY, NBC-TV's highly rated early morning news and special events show.

Pontiac Motor Division of General Motors Corp. has ordered eight participations beginning Dec. 14, through MacManus, John & Adams, Inc.

Crosse & Blackwell Co. of Baltimore, Md., will advertise its canned date-and-nut bread through four participations on the show, beginning Nov. 12. Van Sant, Dugdale of Baltimore is the agency.

Eastco Inc. of White Plains also has ordered four participations, beginning Nov. 4, for its product Clearasil. The agency is Ruthrauff & Ryan, Inc.

General Electric Co., Apparatus Sales Division, has bought two participations, beginning Dec. 7, for Mascot, a photo-electric exposure meter. Foster & Davies Inc. of Cleveland, Ohio. is the agency.

Pinnacle Orchards of Medford, Ore., has bought one participation, on Nov. 13, for its "Fruit-of-the-Month." The agency is Carvel, Nelson & Powell of Portland, Ore.

"Today," which stars Dave Garroway, is seen Monday-through-Friday from 7-9 a.m. EST and CST.

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JOHN RAYEL TO TALK ON 'TV PROGRAMMING'

John Rayel, director of network programs for NBC-TV, will address the New York School of Printing Assembly on Wednesday, Nov. 4. His subject will be "Television Programming."

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FIVE MORE SHOWS TAKE PARTICIPATION IN TODAY

Five more shows, including "The Great Escape,"

will be shown on TODAY, 10-11 A.M. and 1-2 P.M.

and 7-8 P.M. and 9-10 P.M.

Participating shows include "The Great Escape,"

"The Great Escape," "The Great Escape,"

and

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## TRADE NEWS

November 3, 1953

RCA-NBC STAGE FIRST COAST-TO-COAST COLOR TELEVISION DEMONSTRATION;  
SARNOFF SAYS RCA CAN NOW RECORD COLOR TV PROGRAMS ON MAGNETIC TAPE

Hollywood, Calif., Nov. 3 -- Climaxing the first coast-to-coast demonstration of the RCA compatible color television system, Brig. Gen. David Sarnoff, Chairman of the Boards of Radio Corporation of America and the National Broadcasting Company, announced today that RCA has achieved magnetic tape recording of color television programs as well as in black-and-white.

Today's demonstration of a color show featured live talent performing in the NBC color television studios at the Colonial Theatre in New York City. The color program traveled over a 4,000-mile radio relay circuit of the Bell System and was viewed on RCA color receivers located in NBC studios in Burbank, Calif. The program also demonstrated the first transcontinental transmission of color film for television.

The RCA compatible color television system operates on the signal specifications which have been recommended by RCA and others in the industry for approval by the Federal Communications Commission as the government standards for commercial color television.

In announcing the achievement of video tape recording in color as well as in black-and-white, General Sarnoff said that

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electronic motion pictures and home video recordings are future possibilities that will stem from this development. He described it as holding great promise for the motion picture industry, as well as for the television industry, and declared: "Here is an electronic development endowed with a far wider horizon than its immediate purpose in TV broadcasting. It is a method that records and reproduces pictures in motion in black-and-white and in color, with no intermediate steps such as film processing. It does away with all chemical processing. The pictures can be viewed the instant they are taken, which adds new flexibility in the making of motion pictures. There will be no need to wait for the next day or days to see the 'rushes!'"

General Sarnoff announced that on Dec. 1st, this year, RCA would demonstrate at its Princeton, N.J., Laboratories the present status of tape-recording of television pictures both in black-and-white and in color.

He said the RCA development of tape recording was part of a request he made at RCA Laboratories in September, 1951, at a party commemorating his 45th year of service in radio. The request, he related, was that the scientists and research men would give him three presents to mark his 50th anniversary in 1956: (1) a television picture tape recorder; (2) an inexpensive electronic air-conditioner without moving parts; and (3) a true amplifier of light. He did not catch the RCA scientists and research men by surprise, he remarked, for they had already been exploring in those fields.

"Our men already have achieved recording of color as well as black-and-white television programs on magnetic tape," said General

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Sarnoff. "When I watched a demonstration a week or two ago in our Laboratories, I was amazed at the results. The process is electronic for the camera, for the making of the tape record, and for playing the tape. And there is the added advantage that the tape may be 'wiped off' and re-used again and again. Moreover, the original tape can be multiplied to many tapes for convenient and widespread distribution to television stations throughout the country and eventually throughout the world.

"I believe that further technical progress, which is certain to continue, will make the magnetic tape-recording process inexpensive and economical. This new development obviously holds great promise for the motion picture industry as well as for the television industry.

"Magnetic tape recording of video signals should make possible simple means by which a TV set owner can make recordings of television pictures in the home. And they can then be 'performed' over and over through the television receiver just as a phonograph record is played at will. It may also be possible to make video tape home movies with no need to send the tape away for processing.

"We consider it vital for the future of the television art to move rapidly toward perfection of video tape-recording in order to provide the television industry with a practical, low-cost solution of program recording, immediate playback and rapid distribution," continued General Sarnoff. "Further, an unlimited number of copies of such tapes can be made quickly, and copies can also be preserved for historic reference or other uses. In fact, magnetic tape recording has many advantages over photographic film processes and kinescope recording which I am sure are obvious to you in this film capital.

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"In my lifetime I have witnessed many advances in radio, television and electronics," said General Sarnoff, "but few have stirred my imagination more in recent years than color television and video tape-recording.

"Electronic motion pictures -- in black-and-white and in color -- for television, for the theatre and for the home will stem from this remarkable development. Today we are only on the threshold. But the electronic door has been opened wide and gives us a fascinating vista of the future."

The live portion of the program from New York featured Nanette Fabray, Ben Grauer, the Hit Parade Dancers and George Burton's love birds.

The Hollywood demonstration was attended by the press, by motion picture, broadcasting, business and advertising executives, as well as entertainment stars.

General Sarnoff was introduced by Sylvester L. Weaver, Jr., Vice Chairman of the NBC Board.

Reviewing NBC's timetable for the advancement of color television, Weaver reported that the network is planning to convert its studios in Burbank, Calif., and Brooklyn, N.Y., to color. In addition to the Colonial Theatre, NBC has in New York another color studio, a color film studio and a remote color unit for outside pickups, he added, and has on order with the RCA Victor Division 20 color cameras, 20 camera chains, remote gear and associated equipment.

Subject to FCC approval of standards, Weaver said, NBC is planning for the remainder of the year to colorcast "Mr. Peepers," Bob Hope, Donald O'Connor, Dave Garroway, "Your Show of Shows," the "Kraft

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"To my thinking I have observed very much to be said."

And then, after a short silence, he said, "I have observed."

And then, after a short silence, he said, "I have observed."

And then, after a short silence, he said, "I have observed."

"I have observed," he said, "that the world is full of people who are not as they seem."

For — for instance, the old man and the boy who will die."

For the commonest observation, that we are all in the same boat."

And the thought that has been in my mind since I was a child."

And the thought, "I have observed."

The first lesson of the lesson from the first lesson."

And then, after a short silence, he said, "I have observed."

And then, after a short silence, he said, "I have observed."

The second lesson of the lesson from the second lesson."

And then, after a short silence, he said, "I have observed."

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Television Theatre," "This Is Your Life," "Amahl and The Night Visitors" and, on New Year's Day, the Tournament of Roses Parade, eventually giving each major show on its schedule a "color premiere" under NBC's introductory year plan.

Color television, Weaver asserted, will increase the number of hours American families spend with their television sets, increase the scope of programs and improve their quality. Color programs, he continued, will mean better programs for present set owners while they continue to see the better service in black-and-white.

"Color will bring a new stimulation to the creative groups because they can present entertainment as they see it naturally with their own eyes," Weaver said. "In the coverage of the world of reality -- which is the great faculty of television -- color will be an added dimension and give the people a completely accurate picture of the event as and when it happens."

In marketing, Weaver predicted, color television will change present advertising patterns by advancing shared-sponsorships; giving small as well as large advertisers a chance to participate; gathering a larger share of the nation's \$7,000,000,000 annual advertising expenditure; and serving as an upward thrust to improve the standard of living.

The equipment used for transmitting the color film was a 16 mm fast pull-down projector with a flying spot scanner, an RCA development. This system, now in commercial production, was one of three methods of telecasting film which were demonstrated for the first time less than a week ago, on Oct. 29, to broadcast engineering consultants at a color television seminar sponsored by the RCA Victor Division in Camden, N.J.

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The color receivers used in the Hollywood demonstration were installed by the local staff of the RCA Service Company, the same personnel who install and service the standard black-and-white receiving sets now in the area.

Host for the showing today was John West, Vice President in charge of NBC's Pacific Division.

Accompanying General Sarnoff for the West Coast showings, besides Mr. Weaver, were: Frank Folsom, President of RCA; Robert W. Sarnoff, Vice President in charge of the NBC Film Division; Emanuel Sacks, Staff Vice President; Dr. Charles B. Jolliffe, Vice President and Technical Director of RCA; and O.B. Hanson, Vice President and Chief Engineer of NBC.

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NBC-New York, 11/3/53





## TRADE NEWS

November 4, 1953

PAN AMERICAN WORLD AIRWAYS TO SPONSOR

'MEET THE PRESS' ON ALTERNATE WEEKS

- - -

Airline Will Rotate With Current Bi-Weekly Sponsor,

Revere Copper and Brass, Starting Jan. 3

NBC's famous news panel MEET THE PRESS (Sundays, NBC-TV,

6 p.m., EST; NBC radio, 10:30 p.m., EST), which has helped make history as well as report it, will be sponsored effective Jan. 3, 1954, by Pan American World Airways, alternating with Revere Copper and Brass, Inc., the current alternate-week sponsor.

Since its inception right after the end of World War II, on radio, and as a television program on Nov. 6, 1947, MEET THE PRESS has won many honors and recognition as an instrument for stimulating discussion of major issues, spreading knowledge of public affairs, and serving democracy.

Lawrence Spivak, producer and now its moderator, founded the program with Martha Rountree. The panelists, usually a group of four top-flight newspaper editors, writers and correspondents, cross-examine the guest for the day. The latter is a noted public figure associated with a major news event.

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'DRAGNET' RATED AS NATION'S NO. 1 SHOW

DRAGNET, NBC-TV program based on the official files of the Los Angeles Police Department, is now the nation's No. 1 television show, according to October ratings of the American Research Bureau.

ARB ratings taken during the week of Oct. 8-14 put "Dragnet" in top position with a rating of 64.2.

In addition, NBC-TV also has seven of the first 11 programs and nine of the top 15 shows, as rated by ARB.

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## TRADE NEWS

November 4, 1953

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SEVERAL NBC RADIO SATURDAY AND SUNDAY TIME-SPOTS CHANGED

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Several changes have been announced in the NBC Radio Network program schedule for Saturdays and Sundays. The revised list follows:

<u>PROGRAM TITLE</u>	<u>FORMER TIME</u>	<u>NEW TIME</u>	<u>EFFECTIVE</u>
<u>SATURDAYS</u>			
THEATRE ROYAL	Sundays, 9:30 p.m.	8:30-9:00 p.m.	Nov. 7
HOLLYWOOD STORY	Sundays, 8:00 p.m.	9:00-9:30 p.m.	Nov. 7
KNOW YOUR NBC'S	8:30 p.m.	6:30-7:00 p.m.	Nov. 14
THE BARON AND THE BEE	9:00 p.m.	7:00-7:30 p.m.	Nov. 14
<u>SUNDAYS</u>			
ASK HOLLYWOOD	6:15 p.m.	1:15-1:30 p.m.	Nov. 8
REPORT ON AMERICA	1:15 p.m.	6:15-6:30 p.m.	Nov. 8
NBC SYMPHONY ORCHESTRA	Saturdays, 6:30 p.m.	6:30-7:30 p.m.	Nov. 8
THE MARRIAGE	7:30 p.m.	7:30-7:55 p.m.	Nov. 8
NEWS	7:25 p.m.	7:55-8:00 p.m.	Nov. 8
THE SIX SHOOTER	8:30 p.m.	8:00-8:30 p.m.	Nov. 8
NBC STAR PLAYHOUSE	6:30 p.m.	8:30-9:25 p.m.	Nov. 8
STROKE OF FATE	9:00 p.m.	9:30-10:00 p.m.	Nov. 8

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## TRADE NEWS

November 5, 1953

FIRST COAST-TO-COAST COLOR TV DEMONSTRATION STAGED

BY RCA-NBC IS HAILED BY LOS ANGELES PRESS

AS 'PERFECT,' OPENING NEW TV ERA

"Color TV Test Hailed as 'Perfect'."

"New TV Marvel."

"Very Impressive Demonstration."

Such were the glowing Los Angeles press comments Tuesday, Nov. 3, when RCA and NBC staged the first coast-to-coast demonstration of the RCA compatible color television system, with a show spanning 4,000 miles from New York's Colonial Theatre to the NBC studios in Burbank, Calif.

Writing in the Los Angeles Mirror, Hal Humphrey, described by his newspaper as the "usually reserved television and radio editor," said: "It's so beautiful, it knocks you right out of your seat. . . There's no doubt about it, this is it. . . I couldn't keep my eyes from the colorcast. . . The public is going to love it. . . A new and bigger boom in the television industry is just around the corner."

And from the Los Angeles Herald & Express:

"A new era opened in the world of television today with the first ocean-to-ocean telecast in color. . . brilliant, seemingly perfect transmission of action going on 4,000 miles away. . . The viewers could pick no flaws in the transmission of colors. Costumed dancers, colored materials, plants and vegetables seem true and real on the screen."

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2 - Coast Color Comment

Jack Lait, Jr., radio-TV editor of the Los Angeles Examiner wrote:

"A very impressive demonstration it was. . .Several hundred spectators burst into spontaneous applause as the first flash of vivi color came onto the screens."

The Los Angeles Times reporter noted, "An estimated 1,000 invited guests that included motion picture executives, television manufacturers, stars, agents and the press sat through two demonstrations and applauded as the 12 special sets trucked in from the East virtually burst into bloom to reveal singers, dancers, flowers, birds and country scenes in all their natural color beauty."

A significant comment also was added by Henry Ginsberg, who is co-producing for motion pictures the Edna Ferber book, "The Giant." Ginsberg called the color demonstration "an extraordinary achievement and a great advance in the presentation of entertainment to the public."

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NBC-New York, 11/5/53





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November 5, 1953

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SINATRA IS 'PERFECTLY FRANK' ON NEW  
TWICE-A-WEEK RADIO MUSICAL SERIES  
- - -  
NBC Singing Assignment Is in Addition to His  
'Rocky Fortune' Dramatic Program

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Frank Sinatra has inaugurated an informal new radio musical show entitled TO BE PERFECTLY FRANK (NBC radio, Tuesdays and Fridays, 8:15 p.m., EST). The series began Nov. 3.

A combination of live and recorded music, with a minimum of chatter, "To Be Perfectly Frank" returns Sinatra to the airwaves on a regular basis as singing star of his own show. The versatile Sinatra also has an adventure series, "Rocky Fortune," in which he plays the title role (NBC radio, Tuesdays 9:35 p.m.). //

Produced and directed by Gordon Auchincloss and written by Bob Smith, "To Be Perfectly Frank" presents a five-piece combo as musical background for Sinatra's live numbers.

Among the recordings to be heard on the Tuesday, Nov. 10, program will be Axel Stordahl's "Off Shore," Eileen Barton's "Toys" and Sinatra's own "From Here to Eternity."

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NBC-FWK



CREDITS FOR 'TO BE PERFECTLY FRANK' ON NBC RADIO

PROGRAM: TO BE PERFECTLY FRANK

TIME: Tuesdays and Fridays  
8:15 p.m., EST.

STAR: Frank Sinatra

FORMAT: Live and recorded music  
with informal commentary  
by the star

STARTING DATE: Nov. 3, 1953

ORIGINATION: New York and Hollywood

PRODUCER-DIRECTOR: Gordon Auchincloss

WRITER: Bob Smith

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# NBC

## MUSIC NEWS

TOSCANINI, ILL, IS UNABLE TO CONDUCT NBC SYMPHONY CONCERT NOV. 8;  
INVITES PIERRE MONTEUX TO TAKE PODIUM

Arturo Toscanini will be unable to conduct the opening concert of the season of the NBC Symphony Orchestra on Sunday, Nov. 8, because of a light attack of the flu, it was announced today by the National Broadcasting Company. He has invited the eminent conductor, Pierre Monteux, to take the podium for this broadcast concert from Carnegie Hall, New York (NBC radio, 6:30 p.m., EST).

Maestro Toscanini, who returned from Europe to conduct the NBC Symphony Orchestra for the seventeenth year, has been advised by his doctor not to rehearse and conduct this week. NBC officials expressed the hope that the 86-year-old Toscanini, who was scheduled to direct the first six concerts of the current season starting Sunday, Nov. 8, would soon be able to return to the podium.

Selection of Pierre Monteux to replace Toscanini for this program is of especial interest, since Monteux and Artur Rodzinski helped to form the NBC Symphony Orchestra in 1937 for Toscanini's return to the U.S.

For this broadcast, Monteux is taking time off from his preparations to conduct the opening night of the Metropolitan Opera on Nov. 16 in "Faust." He returns to the Metropolitan Opera this season

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for the first time since 1919. He has been conductor of the San Francisco and Boston Symphonies as well as guest director of the NBC Symphony. Monteux came to world prominence first as conductor of the orchestra for the Diaghilev Ballet prior to World War I. He has been an RCA Victor recording artist for many years.

The program chosen by Monteux for the NBC Symphony broadcast will include Beethoven's "Leonore Overture No. 3" and the "Symphony No. 2 in D Major" by Brahms.

The NBC Symphony Orchestra's concerts are sponsored throughout the United States and Canada by the Socony-Vacuum Oil Company.

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NBC-New York, 11/5/53



NBC SPOT SALES' TRIBUTE TO THE LADIES

"The Hand That Rocks the Cradle" is the title of a three-color promotional piece that was mailed today to 1500 agency time buyers by NBC Spot Sales.

The piece is in the form of a kit with offset inserts featuring program and rate details on top-flight local personalities who speak to "the ladies in the language of the community" on the radio stations represented by NBC Spot Sales.

Written and distributed by NBC Spot Sales' radio promotion department, the kit points out, "The hand that rocks the cradle has a firm, two-fisted grasp of capital affairs. The women of the land own 70 percent of the nation's private wealth and spend 85 cents of every American dollar ... the hand that rocks the cradle buys your products too."

The programs on NBC Spot Sales-represented radio stations included in the kit are: the Faye Emerson Show, WNBC, New York; Mary Merryfield, WMAQ, Chicago; Marjorie King, KNBC, San Francisco; Captain Glen Rowell, WTAM, Cleveland; Nancy Osgood, WRC, Washington, D.C.; Playhouse Party, KSD, St. Louis; and Josephine Hull, KGU, Honolulu.

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REBER TO ADDRESS AD CLUB ALUMNI

John H. Reber, national television manager, NBC Spot Sales, will be guest speaker at a meeting of the Advertising and Selling Alumni Association of the Advertising Club of New York on Wednesday evening, Nov. 11.

The association is a group of young men and women in the advertising field who are graduates of the club's advertising and selling course.

Reber will talk on "National Spot Sales."

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NBC-New York, 11/5/53







## TRADE NEWS

November 6, 1953

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PROCTER & GAMBLE CO. BUYS INTO NBC'S

DAYTIME 'THREE STEPS TO HEAVEN'

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In one of the most significant television orders of the season, Procter & Gamble Co. has bought into NBC-TV's popular late morning serial THREE STEPS TO HEAVEN.

Beginning Tuesday, Dec. 1, Procter & Gamble will sponsor the program, for Duz, on an alternating schedule of Tuesdays, Wednesdays and Fridays one week and Tuesdays and Fridays the next.

In connection with the order, "Three Steps to Heaven," which has been seen Monday through Friday from 11:30-11:45 a.m., EST, will be shifted into the 11:15-11:30 a.m., EST, time-spot, following another highly-rated NBC-TV daytime serial, HAWKINS FALLS.

This buy by P & G is considered a thumping endorsement of NBC-TV's new morning program line-up. The purchase was made through Compton Advertising, Inc.

-----O-----





NBC TRADE NEWS

\*-----\*

BORDEN COMPANY AND LUDENS, INC., BUY SEGMENTS  
ON 'KATE SMITH HOUR' UNDER 7½-MINUTE PLAN

\*-----\*

Two more buys into THE KATE SMITH HOUR, including a second purchase under the new 7½-minute segment plan, are announced today by NBC-TV.

The Borden Company, maker of Borden's Instant Coffee, has ordered the 3:30-3:45 p.m. Wednesday time-spot for 24 weeks, beginning Jan. 6. The agency is Doherty, Clifford, Steers & Shenfield Inc.

And Luden's Inc., maker of Luden's Cough Drops, has ordered 7½ minutes of the 3:15-3:30 p.m. Thursday time-spot, for nine weeks. Luden's first program was Oct. 29. The agency is J.M. Mathes, Inc. The other 7½-minute segment of this time period previously was sold to the Purex Corp.

"The Kate Smith Hour" is seen Monday through Friday from 3-4 p.m., EST.

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NBC-New York, 11/6/53

SECRET

1. The following information was obtained from the files of the Central Intelligence Agency, Office of the Chief of Staff, Washington, D.C., on 10/10/50.

2. The following information was obtained from the files of the Central Intelligence Agency, Office of the Chief of Staff, Washington, D.C., on 10/10/50.

SECRET

3. The following information was obtained from the files of the Central Intelligence Agency, Office of the Chief of Staff, Washington, D.C., on 10/10/50.

4. The following information was obtained from the files of the Central Intelligence Agency, Office of the Chief of Staff, Washington, D.C., on 10/10/50.

SECRET

November 6, 1953

\*-----\*

DINAH'S VOICE FAILS WITH LARYNGITIS ATTACK;  
TV PROGRAM PROCEEDS WITH SIGNS AND GESTURES

\*-----\*

Dinah Shore, NBC-TV songstress, was stricken yesterday (Nov. 5) with acute laryngitis and, though ordered to give her voice a complete rest for several days, appeared on her regularly scheduled Thursday telecast.

The singer, however, made television history of a sort, for she did her complete musical program without singing a note or uttering a single word. Through the use of special word cards, props, sign language and pantomime, Miss Shore carried out her visual role -- but the program was staged without her dulcet tones. The method was akin to the titles of old-time silent movies, but there was music from other performers.

The singer was stricken with laryngitis just two hours before air time. Her physician rushed to the studio and, on his orders, she is to observe complete silence for about three days. Producer-director Alan Handley immediately revised the script to enable Miss Shore to appear, yet not sing.

(more)





2 - Dinah Shore

Among the word signs Dinah used, working them into prepared skits with her guest star, Johnny Desmond, and the Notables, a singing group, were "Hi," "I can't talk," "Lost my voice," "No ad-libbing" and "will definitely find it by Tuesday."

Tuesday (Nov. 10) will be the next NBC telecast time (7:30 p.m., EST) of Dinah's twice-weekly show.

-----O-----

NBC-New York, 11/6/53



OK

GEORGE DIEFENDERFER IS NAMED RADIO NETWORK SALES MANAGER  
FOR NBC CENTRAL DIVISION

Appointment of George Diefenderfer as manager of radio network sales for the NBC Central Division was announced today by Fred Horton, director of sales for the NBC radio network.

Diefenderfer, who has been in advertising sales work for more than 20 years and who has been with the NBC Central Division sales Department since 1940, will head a separate radio network sales department in Chicago. // It will be staffed with experienced account executives.

Diefenderfer's experience in advertising sales includes association with the San Francisco Examiner, the Detroit Times, Ziff-Davis Publishing Company, the William G. Rambeau Company and the Paul H. Raymer Company. He attended the University of Illinois from 1918 to 1922.

-----O-----

NBC-New York, 11/6/53







## TRADE NEWS

OK

November 9, 1953

\*-----\*

'BRIDE AND GROOM' STARTING ON NBC-TV MONDAY, NOV. 30;  
COUPLES TO BE MARRIED BEFORE CAMERAS OF 5-A-WEEK SERIES

- - -

John Nelson Is Emcee of Program That Featured 1,853 Weddings

\*-----\*

"Bride and Groom," the show which marries couples on television, will come before NBC-TV cameras beginning Monday, Nov. 30, (network except WNBT, 12:00 Noon-12:15 p.m., EST).

Emceed by John Nelson, who has been the major domo at 1,853 weddings over the past seven years, the series will be presented Mondays through Fridays. The telecasts will originate in New York.

"Bride and Groom" couples have come from 48 states and 17 foreign countries. There have been atom bomb scientists and zoologists, doctors, lawyers, policemen, clergymen and even a multi-millionaire.

The youngest couple to be married on the show was a 17-year-old pair, and the oldest, 75-year-olds who met at a Townsend Club meeting.

Nelson declares that one of the most interesting things he has learned on the show is that 90 percent of the time it's the bride who prompts the thought of marriage, and that grooms are twice as nervous as brides.

(more)

1940-1941

The first year of the project was spent in the field collecting data on the behavior of the subjects. The subjects were observed in their natural environment and the data were recorded on a special form. The data were then analyzed and the results were compared with the results of the previous year.

The second year of the project was spent in the laboratory. The subjects were observed in a controlled environment and the data were recorded on a special form. The data were then analyzed and the results were compared with the results of the previous year. The results of the second year were compared with the results of the first year and the differences were noted. The results of the second year were also compared with the results of the previous year and the differences were noted. The results of the second year were also compared with the results of the previous year and the differences were noted.

The third year of the project was spent in the field. The subjects were observed in their natural environment and the data were recorded on a special form. The data were then analyzed and the results were compared with the results of the previous year. The results of the third year were compared with the results of the first year and the differences were noted. The results of the third year were also compared with the results of the previous year and the differences were noted. The results of the third year were also compared with the results of the previous year and the differences were noted.

A recent questionnaire sent out to couples married on "Bride and Groom" revealed that 679 children have been born to them, including seven named for John Nelson. And the show's producers and cast are extremely proud of the fact that during the eight years of the show's existence, only a few of their couples have been divorced -- less than one-tenth of the national average.

Prominent and obscure couples are married on the program ... but some of the better-known people include tennis star Tom Falkenburg, Rose Bowl "Queen" Norma Christopher, World War II ace Capt. John Babel, and All-American football star Fred Crawford (of Duke).

Nelson says he has heard people question the propriety of getting married on television, but points out that the weddings of both Queen Elizabeth and former Vice President Barkley were broadcast or televised. As he puts it: "It seems to me that people are interested in romance whether it involves an English queen or an unknown American girl."

"I've always felt that the gifts we give are not the primary reason why couples get married on 'Bride and Groom.' The chief reason is, generally, that they have families and friends scattered around the country who couldn't possibly attend the wedding except through the medium of television."

Included in the full-scale wedding given "Bride and Groom's" couples are the songs of Phil Hanna, the organ music of Ivan Ditmars and the harp rendition of Verlye Mills.

"Bride and Groom" will be sponsored on Mondays, Wednesdays, and Fridays by the Jergens Company starting Wednesday, Dec. 2. Agency for Jergens Company is Robert W. Orr and Associates.

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NBC-TV CREDITS

CREDITS FOR 'BRIDE AND GROOM' ON NBC-TV

TITLE: BRIDE AND GROOM

TIME: NBC-TV network except WNBT,  
Monday through Friday,  
12-12:15 p.m., EST

FORMAT: ENGAGED COUPLES ARE MARRIED  
AND PRESENTED WITH GIFTS

EMCEE: John Nelson

CAST: Phil Hanna, vocalist; Ivan  
Ditmars, organist; Verlye  
Mills, harpist

PRODUCER: Masterson, Reddy and Nelson

SPONSOR: Jergens Company (Mondays,  
Wednesdays and Fridays)

AGENCY: Robert W. Orr and associates

STARTING DATE  
ON NBC-TV: Nov. 30, 1953

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NBC-New York, 11/9/53  
FWK





## TRADE NEWS

November 9, 1953

\* VERDI'S 'MACBETH' TO BE PRESENTED BY 'NBC TELEVISION OPERA THEATRE' \*  
ON NOV. 28 WITH WARREN GALJOUR AND PATRICIA NEWAY IN LEADS

- - -

Presentations for Remainder of Season Announced

\* \* \*  
The rarely-performed opera "Macbeth" by Verdi will be offered as the next presentation of the NBC TELEVISION OPERA THEATRE Saturday, Nov. 28 (NBC-TV, 4:30-6:00 p.m., EST). It will run an hour and a half in a new English version. Warren Galjour will sing the title role and Patricia Neway will be Lady Macbeth.

In announcing the opera, Samuel Chotzinoff, NBC general music director and Peter Herman Adler, music and artistic director of the 'Opera Theatre,' also revealed further plans for the 1953-54 opera season on NBC-TV. In December the opera again will be Gian Carlo Menotti's "Amahl and the Night Visitors" (Dec. 20). January will be skipped but in February two presentations will be offered a week apart: Mozart's "The Marriage of Figaro," in two parts, an hour-and-a-half each week, on dates to be announced. If arrangements can be made, the new opera "The Taming of the Shrew" by the American composer Vittorio Giannini will be given in March.

(more)

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ASTOR LENOX TILDEN FOUNDATION



2 - 'NBC Television Opera Theatre'

In April Debussy's masterpiece, "Pelleas and Melisande," will be given and the season will close in May with Richard Strauss' "Salome." All of the presentations will be given in English in specially-prepared translations.

Others chosen for the cast of "Macbeth" are: Lee Cass as Banquo, William Boehm as Macduff, David Williams as Malcolm, Robert Holland as Fleance, John Zadorozny as the messenger, William Ryan as servant to Macbeth, Pasquale Verduce as the first murderer, Richard Cassilly as the second murderer, Ruth Kobart as the nurse and David Aiken as the doctor.

The production will be directed by John Bloch, who is associate director of the NBC-TV Opera Theatre. Peter Herman Adler will conduct, with Leo Mueller as associate conductor. Settings will be designed by William Molyneux and costumes by John Boxer. Samuel Chotzinoff is producer and Charles Polacheck is associate producer. John Butler will do special choreography.

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NBC-New York, 11/9/53

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WALTER J. BOWE AND RAY EICHMANN ARE APPOINTED  
TO POSTS IN NBC-TV SALES DEPARTMENT

Walter J. Bowe and Ray Eichmann have joined the NBC-TV Sales Department as sales development representatives, it was announced today by Robert W. McFadyen, director of Sales Development.

Bowe comes to the network from Hewitt, Ogilvy, Benson & Mather, where he was a chief time buyer. Before that, he had been a time buyer with Benton & Bowles. A graduate of Syracuse University, he is married, has two children, and lives at Peekskill, N.Y.

Eichmann has been with NBC for more than a year and a half, formerly serving as assistant supervisor of ratings in the Research Department. Before that he had been a media analyst at Foote, Cone & Belding and an instructor in sociology at the University of Tennessee. He was graduated from Rutgers University, is married and lives in Guttenberg, N.J.

-----O-----

NBC-New York, 11/9/53





FORTY WASHING MACHINES EN ROUTE FROM U.S. TO IRON CURTAIN;  
WHETHER THEY GET BY OR NOT, THEY'LL POINT UP DEMOCRACY

- - -

Radio Free Europe Project Started With Bill Chaplin Broadcast  
On NBC Radio's 'News of the World'

Forty washing machines, fully-equipped with soap and instructions for their use, will be loaded aboard the U.S. Lines freighter American Shipper Friday, Nov. 13, for delivery to Communist Party functionaries in Czechoslovakian towns.

The machines are the gift of a Ripon, Wis. manufacturer, and it all came about as the result of a National Broadcasting Company radio broadcast.

Good subject for a Senatorial investigation? Not at all. The washing machines are a strange cargo, destined to replace the washing machines which were constructed by Czech technicians in the town of Skalsko for their wives, and were confiscated by the secret police.

It all started when the same wives insisted that their husbands produce some washing machines, or else ..... The husbands obligingly started to use machine parts, earmarked for other purposes, to build the machines. They were caught and, under threat of punishment, had to dismantle them.

NBC broadcast the story which it had obtained from Radio Free Europe. "Speed Queen," a manufacturer of washing machines in Wisconsin, hearing the broadcast by NBC's Bill Chaplin on "News of the

(more)



2 - 'Washing Machines'

World," undertook to donate 40 machines for the Czech women provided Radio Free Europe would deliver them.

RFE agreed, and the machines were packed for delivery at the Port of New York. The U.S. Department of Commerce granted an export license, but the Czech Government has withheld granting an import license. Meanwhile, the cargo of washing machines was sent in a truck draped with a huge banner reading:

"40 Speed Queen Washing Machines for use of the freedom-loving Czechoslovak people behind the Iron Curtain. Sponsored by Crusade for Freedom, New York City, to the Czech Customs border-

The machines are due to arrive in Bremerhaven, Germany, on Nov. 30. They will then be shipped directly to Eger Cheb, border crossing point between Germany and Czechoslovakia.

If the machines and soap are denied entry into the country by the Czech authorities, Radio Free Europe will seize upon the opportunity to attack the Communist ministries and local national committees in that country. The machines will then be donated to Czech refugees in West German temporary camps. RFE is beaming broadcasts via shortwave "To the Women," "To the Workers" and "Inside USA," in which life in Ripon, Wis., and the living standards of American workers, are explained. The rest of the story will be told by the Munich office of Radio Free Europe.

NBC radio will report the progress of the washing machines cargo on "News of the World" (Monday through Friday, 7:30-7:45 p.m., EST).

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NBC-New York, 11/9/53







# NBC

## TRADE NEWS

November 10, 1953

NBC OWNED AND OPERATED STATIONS DIVISION SCHEDULES  
PROMOTION, MERCHANDISING AND PUBLICITY CLINIC  
IN NEW YORK NOV. 16, 17 AND 18

NBC's Owned and Operated Stations Division <sup>held</sup> ~~has~~ scheduled a three-day promotion, merchandising and publicity clinic on Nov. 16, 17 and 18, Charles R. Denny, vice president in charge of the division, ~~announced today.~~

<sup>were</sup> The sessions, ~~to be~~ held at the Hotel Gotham in New York, ~~will be~~ attended by the managers of the departments from all 10 of NBC's Owned and Operated Stations. //

"The purpose of the clinic is to develop an intensified promotion, merchandising and publicity campaign for the Owned and Operated Stations, and NBC Spot Sales for 1954," Denny said.

Chairman of the three-day clinic sessions will be H.W. Shepard, manager of promotion and new business for NBC Spot Sales. The co-chairmen will be Max E. Buck, director of merchandising for WNBC and WNBT, New York, and Robert Blake, director of publicity for NBC's Owned and Operated Stations Division.

Heads of promotion, merchandising and publicity departments of the 10 NBC Owned and Operated Stations and their assistants who will attend include:

(more)

January 12, 1953

Mr. J. Edgar Hoover, Director, Federal Bureau of Investigation

Washington, D. C.

Dear Mr. Hoover:

I am writing you today to inform you of the results of the investigation conducted by the FBI in connection with the activities of the "Black Legion" in the Chicago area. The results of the investigation are as follows:

The investigation has revealed that the "Black Legion" is a powerful and organized criminal organization which operates in the Chicago area. The organization is composed of members who are active in the criminal world and who are engaged in a variety of criminal activities.

The investigation has also revealed that the "Black Legion" is active in the Chicago area and is engaged in a variety of criminal activities. The organization is composed of members who are active in the criminal world and who are engaged in a variety of criminal activities.

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2 - O and O Clinic

John Hurlbut, WNBC-WNBT, N.Y.; John Keys, WMAQ-WNBQ, Chicago; Clem Scerback, WTAM-WNBK, Cleveland; Dean Moxley, KNBC, San Francisco; Jack Kenaston, WNBH, Hollywood; and Bob Adams, WRC-WNBW, Washington, D.C. -- promotion managers.

Frank Downes, WMAQ-WNBQ, Chicago; William Dallman, WTAM-WNBK, Cleveland; Bill Rich, WNBC-WNBT, New York; Curt Pryor, WRC-WNBW, Washington; David Engles, KNBC, San Francisco; and Beep Roberts, KNBH, Hollywood -- Merchandising Managers.

Phil Dean, WNBC-WNBT, New York; Jay Royen, WRC-WNBW, Washington, D.C.; Frank Derry, WTAM-WNBK, Cleveland; Chet Campbell, WMAQ-WNBQ, Chicago; Bill Cothran, KNBC, San Francisco; and Robert Pelgram, KNBH, Hollywood -- publicity manager.

Members of the NBC Owned and Operated Stations staff who will participate in the clinic include Thomas B. McFadden, director of NBC Spot Sales; Hamilton Shea, general manager of WNBC-WNBT; Richard Pack, director of programs, WNBC-WNBT; Richard Golden, manager of sales development and research, NBC Spot Sales; Mort Gaffin, manager of advertising and promotion, NBC Spot Sales; Seymour Val, supervisor, radio advertising and promotion, NBC Spot Sales; Raymond Johnston, supervisor, TV advertising and promotion, NBC Spot Sales; Alan Ewald, television research supervisor, NBC Spot Sales; William Krettner, radio research supervisor, NBC Spot Sales; and Herb Meyer, presentation writer, NBC Spot Sales. Secretary and coordinator of program activities is Ellen Lurie, NBC Spot Sales.

(more)







3 - O and O Clinic

Guests who have accepted invitations to speak before the NBC O&O group are: Hal Davis, vice president of Kenyon & Eckhardt; John Lester, radio and television columnist for the Newark Star-Ledger and other Newhouse newspapers; Ed Weiss, merchandising manager of the Grey Advertising Agency; and William Brady, vice president of Grand Union Stores.

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NBC-New York, 11/10/53



NBC TRADE NEWS

SUNBEAM CORP. RENEWS 'ETHEL AND ALBERT' SPONSORSHIP

The Sunbeam Corp. of Chicago has renewed its sponsorship of ETHEL AND ALBERT, popular NBC-TV domestic comedy series, for another 18 weeks, beginning Jan. 2.

The series, which was an instantaneous success when it premiered last April 25, is seen on Saturdays from 7:30-8:00 p.m., EST. Peg Lynch and Alan Bunce star.

Perrin-Paus Company of Chicago is the agency for Sunbeam.

-----O-----

NBC-New York, 11/10/53

THE TRUCK ROUTE

ALPHEAN COVE, NANTUCKET, MASSACHUSETTS

The Southern Company of Chicago has purchased the rights of the NANTUCKET AND ALPHEAN COVE, NANTUCKET, MASSACHUSETTS, for a period of 25 years, beginning Jan. 1, 1905. The service, which was an important part of the NANTUCKET AND ALPHEAN COVE, NANTUCKET, MASSACHUSETTS, is now in the hands of the Southern Company of Chicago. The service is now in the hands of the Southern Company of Chicago. The service is now in the hands of the Southern Company of Chicago.

THE SOUTHERN COMPANY OF CHICAGO IS THE ONLY ONE

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THE SOUTHERN COMPANY OF CHICAGO



MEMPHIS HOUSEWIFE WINS THIRD \$5,000 PRIZE  
OFFERED IN DENNIS DAY 'BE ALERT' CONTEST

The third \$5,000 cash prize winner in NBC-TV's Dennis Day "Be Alert" contest was Mrs. Ruby Creel, a housewife of Memphis, Tenn., on Friday, Nov. 6

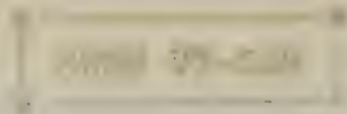
Memphis receives the RCA VICTOR SHOW STARRING DENNIS DAY (NBC-TV, Mondays 9 p.m., EST) on a delayed basis, so Mrs. Creel was not telephoned until the day of the program's showing in that area.

When the call reached her, she was able to answer the question which concerned a line of the lyrics of Dennis' song, "Tell Me That You Love Me Tonight." Mrs. Creel said she planned to use the money primarily for medical expenses, to cover the cost of a recent operation. Mrs. Creel's husband, Louis, is a warehouse foreman for a tire company in Memphis.

Viewers throughout the country have an opportunity to win \$5,000 in cash for their alertness while watching the "RCA Victor Show." Entry is by post card (upon which each contestant writes his name, address and phone number) to Dennis Day, Box 829 Hollywood, Calif.

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NBC-New York, 11/10/53



MONTHLY HOUSING AND RENTAL INCREASES IN 1964

The 1964 \$1,000 rent index in the U.S. rose 1.2% in January, according to the U.S. Bureau of Economic Analysis. This is the first time since 1954 that the index has risen in January. The index was 100.0 in December 1963. The index is based on the cost of renting a one-bedroom apartment in the central business district of 25 major cities. The index is not seasonally adjusted.

When the rent index rose, it was also the first time since 1954 that the index has risen in January. The index was 100.0 in December 1963. The index is based on the cost of renting a one-bedroom apartment in the central business district of 25 major cities. The index is not seasonally adjusted.

Visitors planning to visit the country have an opportunity to visit the country in the winter months. The country is a beautiful one with many interesting places to visit. The country is a beautiful one with many interesting places to visit.

CREDITS FOR 'EV'RY DAY' ON NBC RADIO

PROGRAM: EV'RY DAY

TIME: NBC radio network except  
WNBC, Mondays through  
Fridays, 9:45-10 a.m.,  
EST.

STARS: Rini and Meredith Willson

FORMAT: A program of music and amus-  
ing chatter with Meredith  
Willson and his wife Rini.

PRODUCER: Meredith Willson

WRITER: Meredith Willson

ORIGINATION: Hollywood

SPONSOR: Florida Citrus Commission,  
on Wednesdays, Thursdays  
and Fridays.

AGENCY: J. Walter Thompson Company.

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NBC-New York, 11/10/53 FWK





MISS FRANCES OF 'DING DONG SCHOOL' WILL GREET  
YOUNG N.Y. FRIENDS AT BROOKLYN DEPARTMENT STORE

Dr. Frances Horwich, who has won the hearts of millions of children and the admiration and gratitude of their parents as mistress of NBC-TV's DING DONG SCHOOL, will fly to New York from Chicago for the week-end to make her first public appearance at Abraham & Straus Department Store in Brooklyn, Saturday, Nov. 14.

In a Christmas-like setting in the store's eighth-floor Toyland, between the hours of 10 a.m. and 12 noon, Miss Frances will greet throngs of children and the grown-ups who accompany them. Because of the large number of persons who have expressed interest in seeing the lady who has been described by one commentator as "the television phenomenon of 1953," admission will be restricted to pre-school-age children and accompanying adults.

At the ringing of a large brass "Ding Dong School" bell, crowds will be admitted in groups of 250. Miss Frances will greet each assemblage. Children will have a chance to clasp the hand of this friend who comes into their lives via a television screen to teach them how to play games, work puzzles, draw, and make a myriad of wonderful things.

Miss Frances will be surrounded by the "Ding Dong School" books she has written, the RCA Victor "Ding Dong School" records she has made, and by the toys which have been developed by leading manufacturers under her supervision. Many of the toys (including blocks, finger paints, puppets, puzzles, pin-up boards) are used as training

(more)

# THE HISTORY OF THE UNITED STATES

The history of the United States is a story of discovery, exploration, and the struggle for freedom. It begins with the first Americans, who lived in small, self-sufficient communities. The arrival of European settlers in the 15th century marked the beginning of a new chapter in the nation's history. The early years were characterized by conflict and the search for a better life. The American Revolution was a pivotal moment, leading to the birth of a new nation. The 19th century was a time of westward expansion and the struggle for equality. The Civil War was a defining moment, leading to the abolition of slavery. The 20th century was a time of rapid change, with the rise of industry and the challenges of war. The United States emerged as a global superpower, leading the world in science, technology, and culture. Today, the United States continues to shape the world, standing for freedom and democracy.

2 - 'Ding Dong School'

aids on her NBC-TV "nursery school" (Monday through Friday, 10 a.m., EST).

Following her public appearance, officials of Abraham and Straus will be hosts at a luncheon for Dr. Horwich in the store's executive dining room. The guests will be members of the press and persons associated with children's activities.

-----O-----

NBC-New York, 11/10/53





INTERNATIONAL CONSEQUENCES RESULT FROM RALPH EDWARDS'  
LATEST 'T OR C' STUNT: AMERICAN VS. BRITISH ENTRANTS

Ralph Edwards, creator and host of TRUTH OR CONSEQUENCES (Thursdays, 9 p.m., EST), in an arrangement with Max Bygraves of England, will give the radio program an international flavor beginning with the Thursday, Nov. 19 broadcast on NBC radio.

The stunts will be called "international consequences" and each week various Americans will be pitted against various members of a British radio audience in two-way broadcast quiz sessions, originating in Hollywood and London. A British housewife may compete against an American housewife, an American taxi-driver against a London cabbie, and a cricket team against a baseball team.

"Truth or Consequences" is produced by Ed Bailey.

-----O-----



N.J. SCIENCE TEACHERS TO HONOR 'DING DONG SCHOOL,' 'TODAY,'  
'CHILDREN'S THEATRE' AND 'ASK THE CAMERA'

Two NBC-TV network programs -- "Ding Dong School" and "Today" -- and two local WNBT programs -- "Children's Theatre" and "Ask the Camera" -- will be honored by the New Jersey Science Teachers Association for their presentation of "valuable science material."

Stuart Faber, president of the association and chairman of the science department at East Side High School, Newark, will present certificates of award to these programs at a meeting of the association at Haddon Hall Hotel, Atlantic City, N.J., Friday, Nov. 13. Harold Hainfeld, teacher at Roosevelt School, Union City, and chairman of the association's TV project, will point out the increasingly important role of TV in education and the association's efforts to "recognize those programs that present science concepts from pre-school children to adults."

-----O-----

NBC-New York, 11/10/53





# NBC

## TRADE NEWS

04

November 11, 1953

\*-----\*

A HAPPY SCORE: NBC RADIO CITY IS 20 YEARS OLD

\*-----\*

NBC Radio City, Rockefeller Center home of NBC studios and offices in New York, was 20 years old today, Armistice Day, Nov. 11. It was just 20 years ago, on Nov. 11, 1933, when the now-famous landmark was officially opened. //

-----O-----

ALBERT McCLEERY, 'HALL OF FAME' EXECUTIVE PRODUCER,  
TO RECEIVE TV AWARD OF N.J. ENGLISH TEACHERS GROUP

Albert McCleery will accept the 1953 Television Award of the New Jersey State Association of Teachers of English, in behalf of HALL-MARK HALL OF FAME and NBC, on Saturday, Nov. 14. McCleery is executive producer and director of the series, seen on NBC-TV each Sunday (5 p.m., EST).

The award, one of three made annually by the association to the outstanding TV program, book and film of the year, will be given at a luncheon in Atlantic City.

"Hall of Fame" was selected for its high level of excellence in general, and especially for its production of "Hamlet" last April, which starred Maurice Evans. Sarah Churchill is hostess-narrator and occasional star of the hour-long dramas, which originate "live" in Hollywood.

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THE UNIVERSITY OF

OF THE STATE OF NEW YORK

IN SENATE  
JANUARY 10, 1900  
REPORT OF THE COMMISSIONERS OF THE LAND OFFICE  
IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE  
MAY 1, 1899

ALBANY: J.B. LEECH, STATE PRINTER  
1900

THE LAND OFFICE OF THE STATE OF NEW YORK  
HAS THE HONOR TO ACKNOWLEDGE THE RECEIPT OF  
A COPY OF THE REPORT OF THE COMMISSIONERS OF THE  
LAND OFFICE, IN RESPONSE TO A RESOLUTION PASSED  
BY THE SENATE MAY 1, 1899, AND TO STATE THAT  
THE SAME HAS BEEN FORWARDED TO THE SENATE.

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THE SAME HAS BEEN FORWARDED TO THE SENATE.

November 12, 1953

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GENERAL MOTORS TO SPONSOR RADIO AND TV COVERAGE  
OF ARMY-NAVY FOOTBALL GAME ON NBC

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The Army-Navy football game will be carried on the NBC radio network, as well as on the NEC television network, on Saturday, Nov. 28, with General Motors sponsoring both the broadcast and the telecast of the gridiron classic.

Radio coverage of the game, to be played in Philadelphia's Municipal Stadium, will start at 1:25 p.m., EST, and as previously announced, TV coverage will start at 1:15 p.m., EST.

General Motors will make the radio broadcast available to the Armed Forces Networks for retransmission to Army, Navy, Marine and Air Force personnel throughout the world. The contract for the radio broadcast, sponsored in the interest of Cadillac cars and GMC trucks, was signed through the Kudner Agency, Inc.

General Motors is sponsoring telecasts of the NCAA "game of the week" throughout the season.

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## REVERE COPPER &amp; BRASS RENEWS FOR 'MEET THE PRESS'

Revere Copper & Brass, Inc., has renewed its alternate week sponsorship of MEET THE PRESS, NBC-TV's award winning press conference of the air (Sunday, 6:00-6:30 p.m., EST).

The renewal is effective Jan. 10, and calls for 13 programs to be sponsored by Revere in 25 weeks. The agency for Revere is St. George & Keyes Inc.

Effective Jan. 3, the other alternate week sponsor of "Meet the Press" will be Pan American World Airways.

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## EVERYTHING TURNS OUT GRAND--FIVE GRAND IN FACT--

## FOR HOLLYWOOD FAMILY IN DENNIS DAY 'ALERT' CONTEST

A Los Angeles family will be able to become homeowners for the first time in their lives because of the alertness of the lady of the family who is the fourth \$5,000 cash prize winner of Dennis Day's "Be Alert" contest on the RCA VICTOR SHOW STARRING DENNIS DAY (NBC-TV, Mondays, 9 p.m., EST).

Mrs. Rose Smith of 1620 Sarreno Avenue, Los Angeles, correctly answered a question about the lyrics of "Lover," one of the songs Dennis sang on the Monday, Nov. 9, program. The wife of a stage-hand at Paramount Studios, Mrs. Smith said that for 25 years she and her husband have had to rent a home, lacking the money for a down payment on a house of their own. They intend to use the prize money for this purpose.

Viewers throughout the country have an opportunity to win \$5,000 in cash for their alertness while watching NBC-TV's "RCA Victor Show." Entry is by post card, sent to Dennis Day (Box 829, Hollywood, Calif.), upon which each contestant writes his or her name, address and phone number.

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# NBC

TRADE NEWS

November 13, 1953

ROBERT E. SHERWOOD'S FIRST PLAY FOR TELEVISION  
TO BE SPONSORED ON NBC-TV BY MILLER BREWING CO.

- - -

Celebrated Writer's Comedy, 'The Backbone of America,'  
Will be Telecast From West Coast, Tuesday, Dec. 29

FOR RELEASE SUNDAY, NOV. 15, 1953

Miller Brewing Company, of Milwaukee, Wis., brewer of Miller High Life Beer, will sponsor the broadcast of the first play to be written for television by Robert E. Sherwood, the distinguished author and winner of four Pulitzer Prizes. The broadcast will be presented over the NBC television network Tuesday evening, Dec. 29, from 8 to 9 p.m., EST.

Announcement of Miller's sponsorship of this epochal "first" in the history of broadcasting was made jointly by Frederick C. Miller, president of Miller Brewing Company and noted national civic, sports and business leader, and John K. Herbert, vice president for television network sales of the National Broadcasting Company. //

"We are indeed proud to have the opportunity to bring to the vast viewing audience of the nation this first play written by Mr. Sherwood especially for television," said Mr. Miller. "We are

(more)







confident that it is destined to be another milestone in the literary progress of the television medium and a significant contribution to the literature of our times. We are pleased to be associated with Mr. Sherwood and the National Broadcasting Company in the presentation of his first play written for television. Television will for the first time bring Mr. Sherwood's great literary gifts to an audience of millions of American homes so that all may simultaneously enjoy the outstanding quality of his genius."

Sherwood's first drama for television is a comedy and is titled "The Backbone of America." Miller Brewing has ordered a network of more than 151 stations, the largest yet for a major one-hour dramatic presentation on NBC-TV.

Sherwood's first play has for its theme the contrast of the high pressure operations of a group of big-city promoters seeking the average American family and the basic and firm ideas of the family they find.

Adrian Samish, executive producer for NBC television and possessor of a long record of achievement in the broadcasting industry, will produce Sherwood's first television play. The production will be staged in Hollywood in order to make available NBC's vast new television studios in Burbank, Calif., and the large pool of top acting talent available there.

Samish will leave for the West Coast within a week or so to begin casting for the five major roles called for in the Sherwood script. Big name stars of outstanding accomplishment will be chosen for the top roles in the play.

(more)



Sherwood has three times been awarded the Pulitzer Prize for drama and one for biography. His first play, "The Road to Rome" (1927) immediately established him as one of America's front-rank playwrights. Since then he has moved steadily forward through a series of brilliant successes, among them "Reunion in Vienna" (1931), "The Petrified Forest" (1935) and his three Pulitzer Prize dramas, "Idiot's Delight" (1936), "Abe Lincoln in Illinois" (1938) and "There Shall Be No Night" (1940). In 1941 he was awarded the Gold Medal for Drama by the American Academy of Arts and Letters. "Roosevelt and Hopkins" (1948) received the Pulitzer Prize in Biography, won the Gutenberg Award and was selected as book of the year by the Saturday Review. His film script for "The Best Years of Our Lives" won him the Academy Award in 1946.

The agency for Miller Brewing is Mathisson and Associates, Inc., of Milwaukee.

Sherwood signed his contract with NBC on Nov. 24, 1952. It was a document unprecedented in the annals of broadcasting for the freedom it gave the distinguished author in the exercise of his work. The agreement calls for Sherwood to write nine original one-hour plays over a five-year period, with NBC maintaining rights to their exclusive use for television or radio during that time with a further option to continue the rights for five additional yearly periods.

Miller Brewing has obtained an option for the next two Sherwood plays, which the author will have ready for broadcast during the 1953-54 season. One will be available for broadcasting during the Easter season and another in early Summer.

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NBC-New York, 11/13/53









## TRADE NEWS

November 13, 1953

SWIFT AND COMPANY TO SPONSOR 'KUKLA, FRAN AND OLLIE'

Swift and Company of Chicago has bought NBC-TV's popular program, KUKLA, FRAN AND OLLIE, for 52 weeks beginning Sunday, Dec. 20.

With the order by Swift, "Kukla, Fran and Ollie" will be seen in a new Sunday time period -- 3:30-4:00 p.m., EST, instead of 4:00-4:30 p.m., EST. Also effective on Dec. 20, "Excursion," the Ford Foundation TV-Radio Workshop's weekly program for young people, will be presented Sunday on NBC-TV from 4:00-4:30 p.m., EST, instead of from 3:30-4:00 p.m., EST.

The Swift product to be advertised on "Kukla, Fran and Ollie" will be Pard Dog Food. The agency is J. Walter Thompson.

Burr Tillstrom and Fran Allison, Kukla, Ollie and all the Kuklapolitan Players are now in their seventh consecutive season on the NBC-TV network. In those years, the show has consistently been acclaimed by critics and public alike as one of the freshest, most amusing programs on television.

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November 13, 1953

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300 OF NATION'S BEST DISC JOCKEYS TO ASSEMBLE  
IN NASHVILLE FOR 28TH ANNIVERSARY  
PARTY OF 'GRAND OLE OPRY'

\*-----\*

GRAND OLE OPRY, radio's foremost exponent of country music, will mark its 28th anniversary on the air with a two-day disc jockey party which will be highlighted with the show's NBC radio broadcast Saturday, Nov. 21 (network except WNBC, 9:30 p.m., EST).

Three hundred of America's top country-music disc jockeys are expected to gather in Nashville, Tenn., Nov. 20 for the start of the celebration in honor of the event. Station WSM, NBC radio affiliate in Nashville where the series originates, has invited hillbilly platter spinners all over the country to attend a special reception and dinner, the anniversary broadcast of the "Opry," and additional events offered by other organizations in the publishing and recording fields.

Representatives of recording firms, music publishers and composers, music magazines and others from various fields also will attend the anniversary festivities.

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CO OF NATION'S BEST JOCKEYS TO PARTICIPATE  
IN NASHVILLE NOV 20TH ANNIVERSARY  
PARTY ON GRAND OLD CTRY

\* \* \* \* \*

GRAND OLD CTRY, radio's longest running of country music  
I want the 20th anniversary on the air with a two-day show  
which will be highlighted with the show's best radio moments  
Nov. 24 (network except WNCN, 9:30 a.m. - 12:30 p.m.)  
James H. Hines, of Nashville's Fox money-market radio station  
is expected to appear in Nashville, Tenn., Nov. 20 for the show  
a celebration in honor of the event. Hines will also radio  
Nashville where the series originated, has invited  
likely flatter spinners all over the country to attend a special  
reception and dinner, the anniversary broadcast of the "Oldie", and  
special events offered by other organizations in the Nashville  
and recording fields.

Representatives of recording firms, radio stations and  
industry will be invited and guests from various fields also will  
attend the anniversary festivities.



"Grand Ole Opry" played its first performance on Nov. 28, 1925 and has not missed a Saturday night show since. (The party and anniversary program will be held a week before the show's actual starting date because of Thanksgiving weekend). The program was founded by George D. Hay, former newspaper reporter who later became known as the "Solemn Old Judge." Hay is still an important member of the WSM staff and appears briefly on the show each Saturday night.

Hay entered radio before the days of network broadcasting with a program over WLS in Chicago, which later became known as the "National Barn Dance." He moved to Nashville, where he soon recognized the great wealth of folk music material and talent available in the farms and hills of Tennessee. Labeling himself as the "Solemn Old Judge," Hay launched the "WSM Barn Dance" on Nov. 28, 1925. The program evolved into the current "Grand Ole Opry."

The show, which runs four-and-a-half-hours every Saturday night, from 7:30 p.m., to midnight, is broadcast locally in its entirety by Station WSM, with 30 minutes of it on the NBC network under sponsorship of the R.J. Reynolds Tobacco Co. for Prince Albert Smoking Tobacco.

It plays to a live audience averaging 5,000 persons 52 weeks every year. All 48 states are usually represented in the live audience each week, and since its start more than 5,000,000 people have visited Nashville to see the show personally during its 28 years.

"Grand Ole Opry" is the oldest continuous commercial program on radio. It is greatly through its influence that a large segment of the music publishing and recording industry has moved to Nashville, that Nashville has become an NBC network origination center -- and that it has come to be known as "Music City, USA."

"Grand Ole Opry" played its first performance on Nov. 28

and has not missed a Saturday night show since. (The Opry has

diversified programs and has held a wide variety of shows since

its first performance of "Grand Ole Opry". The Opry has

added to its list of performers, including the late

and the "Grand Ole Opry". It is still an important factor in

the life of the country and is still a popular show.

It is a show that is still a part of the country's life.

In a program over WBS in 1938, the Opry was shown in the

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GREAT WHITE WAY SALUTED IN COLORFUL WAY BY DONALD O'CONNOR  
ON 'COLGATE COMEDY HOUR' HIGHLIGHTING PROMINENT GUESTS

- - -

Nov. 22 Performance Will Present Corinne Calvet, Ralph Bellamy,  
Dorothy Dandridge, Sid Miller; Show to Have 'Color Premiere'

Donald O'Connor will give his "Thanks to Broadway" when he salutes the "cradle of showbusiness" on NBC-TV's COLGATE COMEDY HOUR, Sunday, Nov. 22, 8-9 p.m., EST. The versatile comedian will have curvaceous Corinne Calvet, "Man Against Crime" Ralph Bellamy, singer Dorothy Dandridge, and Sid Miller, Donald's songwriting buddy, on stage for the show.

This date will mark the "color premiere" of the "Colgate Comedy Hour." For this occasion the telecast will be made from NBC's Colonial Theatre in New York, the network's main color studio. If the Federal Communications Commission approval of color signal specifications occurs prior to the program, the telecast will be in color, with the public seeing the show in black and white on existing sets. Pending FCC approval, the "color premiere" will be in the form of a dress rehearsal only, with the regular telecast following in black and white.

(more)







2 - 'Colgate Comedy Hour'

O'Connor plans to parody all of the other stars of the "Colgate Comedy Hour" series, including Abbott and Costello, Eddie Cantor, Jimmy Durante, and Martin and Lewis. He will also sing and dance "Tenement Symphony" a composition of Sid Kuller, who with Sid Miller writes the Donald O'Connor show.

Sam Fuller is the executive producer of the "Comedy Hour" series, with Ernest D. Glucksman staging and producing the O'Connor show. Al Goodman will conduct the orchestra.

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NBC-New York, 11/13/53

Figure 1. The effect of the concentration of the  $\text{Ca}^{2+}$  solution on the  $\text{Ca}^{2+}$  concentration in the solution after the reaction.

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TOSCANINI, CONVALESCING FROM FLU, WIRES THANKS TO MUSICIANS  
AND EXPRESSES PRIDE IN THEIR PLAYING UNDER PIERRE MONTEUX

The following telegram from Arturo Toscanini, convalescing from a light attack of flu, was read by Ben Grauer to the members of the NBC Symphony Orchestra at their rehearsal under the direction of Pierre Monteux:

NBC SYMPHONY ORCHESTRA  
RADIO CITY  
NEW YORK

I THANK YOU FOR YOUR GOOD WISHES AND SPLENDID BASKET OF FRUIT. YOUR WISHES ARE VERY DEAR TO ME AND I HOPE TO BE FULLY RECOVERED AND TO BE ABLE TO FULFILL YOUR WISHES OF BEING WITH YOU NEXT WEEK. IN THE MEANTIME, I MUST TELL YOU I PROUDLY HEARD YOUR PLAYING UNDER THE BATON OF MY OLD FRIEND, MONTEUX, AND WAS PROUD OF THE MAGNIFICENT PERFORMANCE AND SOUND THAT CAME OUT IN MY LIVING ROOM. FROM THE BOTTOM OF MY HEART I AM THANKFUL TO HIM AND TO ALL OF YOU FOR HELPING ME IN THIS FRIENDLY MANNER. WITH ALL MY LOVE,

YOUR OLD MAESTRO

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NBC-New York, 11/13/53





TWO MORE SPONSORS FOR 'TODAY' PROGRAM

Two more sponsors have joined the long list of clients of TODAY, NBC-TV's early morning news and special events show.

The S.O.S. Company has ordered 12 participations in six weeks, beginning Nov. 23, through McCann-Erickson Inc.

And Minnesota Mining and Manufacturing Company has ordered nine participations for its gift tape, beginning Nov. 24. The agency is Batten, Barton, Durstine & Osborn, Inc.

"Today" stars Dave Garroway and is seen Monday-through-Friday from 7-9 a.m., EST and CST.

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JOHN H. REBER TELLS OF SPOT SALES ADVANTAGES

IN TALK TO ADVERTISING CLUB ALUMNI

The growth of spot sales as a selling technique in radio and television was traced in an informal talk Wednesday night, Nov. 11, by John H. Reber, national television manager of NBC Spot Sales, before the Advertising and Selling Alumni Association of the Advertising Club of New York.

Reber pointed up the benefits provided by Spot Sales to advertisers and to local stations, discussed the services offered to stations by such organizations as NBC Spot Sales, and outlined the development of Spot Sales as one of the most important methods of selling radio and TV time.

The association is a group of young men and women in the advertising field who are graduates of the club's advertising and selling course.

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## TRADE NEWS

November 16, 1953

TWO SEGMENTS OF NBC-TV'S 'HAWKINS FALLS' TO BE SPONSORED  
BY WESSON OIL AND SNOWDRIFT SALES CO.

Sale of two quarter-hours weekly of HAWKINS FALLS, NBC-TV daytime serial, to Wesson Oil and Snowdrift Sales Company of New Orleans was announced today by Edward Hitz of the NBC Central Division Television Network Sales Department.

Wesson sponsorship of the Wednesday and Friday segments of the Monday-through-Friday, 11-11:15 a.m., EST program will begin Jan 6. Under the 52-week contract, more than 100 NBC-TV stations have been ordered. The contract was placed through Fitzgerald Advertising Agency, Inc.

The Chicago-originated series is NBC-TV's first dramatic serial, having become a regular feature in April, 1952. One of the network's highest rated daytime programs, "Hawkins Falls" last year won the "Radio-TV Mirror" readers' poll as favorite daytime serial.

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NBC RADIO SCHEDULES 4 MONDAY

ROSEMARY CLOONEY BROADCASTS

Four consecutive Monday programs of THE ROSEMARY CLOONEY SHOW are scheduled for the NBC radio network (except WNBC) 10:30-11 p.m., EST starting Nov. 16.

Backed by the Buddy Cole Quintet on the weekly broadcasts, Miss Clooney will sing the popular tunes with which she has been identified on records, in motion pictures, radio and TV.

"The Rosemary Clooney Show" takes the time spot formerly occupied by "Jason and the Golden Fleece."

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ARTHUR SETTEL TO TALK ON 'HOW NBC COVERS THE WORLD'

Arthur Settel of the NBC Press Department will address the 8:30 a.m. and 1:30 p.m. assemblies of Midwood High School in Brooklyn, N.Y., on Wednesday, Nov. 18.

His subject will be: "How NBC Covers the World." To illustrate the talk, he will show excerpts from the highly acclaimed film, "Assignment: Tomorrow," NBC-TV documentary reviewing the top news events of the post-war years.

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NAVY TRANSMITTER DEDICATION ON NBC RADIO NOV. 18;  
BRIG. GEN. SARNOFF TO TAP OUT ADMIRAL CARNEY'S MESSAGE

Highlights of the dedication ceremonies of the new U.S. Navy transmitter at Jim Creek, in the state of Washington -- the world's most powerful, and capable of keeping Naval headquarters in touch with its ships all over the world -- will be broadcast on NBC radio Wednesday, Nov. 18, between 10:30 and 11:00 p.m., EST. The 1,200,000-watt transmitter was built for the Defense Department by RCA.

Principal speaker at the ceremony will be Admiral Robert J. Carney, Chief of Naval Operations. Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, will tap out the first message from the new transmitter to the Naval forces throughout the world as dictated by Admiral Carney.

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# NBC

## TRADE NEWS

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90 PER CENT OF NATION'S TV SETS TUNED IN TRUMAN TALK;  
NBC-TV HAD MORE VIEWERS THAN NEXT 2 NETS COMBINED

About 90 percent of the television sets turned on at 11 p.m., EST, Monday, Nov. 15, were tuned to former President Harry S. Truman's explanation of the Harry Dexter White case, and NBC-TV had an audience larger than the combined audiences of the next two networks.

These are the highlights of a special 10-city program report taken at that hour by Trendex, Inc.

With 48.3 percent of the television sets in use at the time, the Trendex report showed NBC-TV first with a rating of 23.6 and a share of audience of 48.8.

Trailing were CBS with a 15.8 rating and 32.7 share of audience; ABC with a 3.9 rating and 8.1 share; and all others with a 5.0 combined rating and 10.4 share of audience.

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NBC-New York, 11/17/53



BISHOP SHEEN TO MAKE FUND APPEAL ON NBC-TV  
FOR NATIONAL SHRINE OF IMMACULATE CONCEPTION

FOR RELEASE FRIDAY A.M., NOV. 20

Bishop Fulton J. Sheen, national director of the Society for the Propagation of the Faith and Auxiliary Bishop of New York, will deliver an appeal on behalf of the National Shrine of the Immaculate Conception, Washington, D.C., in a nationwide telecast to be presented by NBC-TV Thursday, Dec. 3, (10:30 to 11 p.m., EST, network except WNBT; on WNBT only, Saturday, Dec. 5, from 12:45 to 1:15 p.m., EST).

The special telecast also will include music by the combined choirs from seminaries affiliated with the Catholic University of America.

The appeal is being conducted by the Catholic Bishops of the United States. Its purpose is to raise \$8,000,000 to erect the superstructure, or Upper Church, of the National Shrine.

Work on the erection of the Shrine's superstructure will begin next year, which marks the centenary of the promulgation by Pope Pius IX of the Dogma of the Immaculate Conception. Catholics throughout the world will mark this centenary with special celebrations and devotions. In the United States, Catholics plan to start

(more)





2 - Shrine

work on the Upper Church of the Shrine as part of their commemoration. An appeal for funds will be made in Catholic churches on Sunday, Dec. 6. Some 2,000,000 Catholic children in parochial schools throughout the country already are engaged in their own collection of funds in connection with the appeal.

The National Shrine will be, it is expected, one of the 10 largest religious edifices in the world. Its massive foundations have already been completed, and a crypt church which is part of these foundations is the greatest such structure in existence. The Upper Church will accommodate some 6,000 persons.

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NEC-New York, 11/17/53

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# NBC

## TRADE NEWS

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November 18, 1953

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ACADEMY AWARD PRESENTATION TO BE CARRIED  
ON NBC RADIO AND TV NETWORKS IN 1954

The Academy of Motion Picture Arts and Sciences and the National Broadcasting Company announce that the 26th Academy Award presentation in March, 1954, will be carried on the full NBC radio and television networks. The sponsor will be announced at a later date.

This will be the second year that the National Broadcasting Company has brought this important event to its nationwide radio and television audiences.

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NBC TRADE NEWS

IT'S 'THANK HUE FOR A LOVELY EVENING' AS 'DAVE GARROWAY SHOW'  
OF NOV. 27 UNDERGOES A 'COLOR PREMIERE' TREATMENT

The "color premiere" of THE DAVE GARROWAY SHOW will be in the form of a dress rehearsal only, with the regular telecast following in black and white, on Friday, Nov. 27, unless Federal Communications Commission approval of color signal specifications occurs prior to the show. If such approval does come, the broadcast will be in color, with the public seeing the program in high-quality black and white on existing sets.

The Garroway show will make several concessions to the color theme. Shirley Harmer will sing "Bewitched, Bothered and Bewildered," clad in a bright red dress, against a pure white background laced over with wrought-iron tubing.

Specially spotlighted will be Elaine Vito, harpist with the Skitch Henderson orchestra on the show. Her playing will be done under constantly changing lights of different colors which will provide special effects on her gown.

In the finale, the whole cast will be dressed in black and white, with Jill Corey and Cliff Norton cast as newlyweds in a production number, "What a Colorful Little Couple We'd Make." Throughout, the cast will build a small house and tiny landscaped estate made of variegated colors.

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NBC-New York, 11/18/53

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NBC TRADE NEWS

HODAPP TO SPEAK ON 'A NEW MEDIUM FOR EDUCATION'

William Hodapp, producer of NBC-TV's "American Inventory" and executive director of Teleprograms, Inc., will deliver the keynote address at the conference on the use of television for education to be held at Northampton, Mass., Saturday, Nov. 21, under auspices of the Western Massachusetts Educational Television Council. His subject will be "A New Medium for Education."

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BORDEN CO. RENEWS SPONSORSHIP OF 'T MEN IN ACTION'

The Borden Company of New York has renewed its sponsorship of NBC-TV's TREASURY MEN IN ACTION for 52 weeks beginning Jan. 7. The program is seen on Thursday from 8:30-9:00 p.m., EST. Young & Rubicam Inc. is the agency for the Borden Company.

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NBC MEN STAGE DRAMATIZATION FOR N.Y. HEART ASSOCIATION

Producer Wade Arnold and director Harry Frazee, both of NBC, will stage a dramatization (not a broadcast) of a "work classification unit" for the New York Heart Association at the Hotel Statler, New York, Friday, Nov. 20, before an audience of industrial and personnel leaders.

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NBC-New York, 11/18/53



REPORT TO SPEAK ON 'A NEW MEDIUM FOR EDUCATION'

William Hedgcock, producer of NBC-TV's "American Inventors"

and executive director of Telepresence, Inc., will deliver the keynote

address at the conference on the use of television for education to

be held at Northampton, Mass., Saturday, Nov. 21, under auspices of the

Western Massachusetts Educational Television Council. His subject

will be "A New Medium for Education."

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BORDEN CO. PUBLISHES STENOGRAPHS OF 'IT' IN ACTION

The Borden Company of New York has renewed its sponsorship

of NBC-TV's TREASURY MEN IN ACTION for 32 weeks beginning Jan. 7. The

program is seen on Thursday from 8:30-9:00 p.m., EST. Young & Rubicam

Inc. is the agency for the Borden Company.

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NEW NEW STAGE DRAMATIZATION FOR N.Y. HEART ASSOCIATION

Producers have agreed and director Harry Belafonte, with

himself, will stage a dramatization (not a production) of a "work of art"

"Heartbeat" for the New York Heart Association at the Hotel New York

on Nov. 20, 1967, before an audience of interested and

enthusiastic leaders.

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THE NEW YORK, N.Y.



ENCYCLOPEDIAS TO GO TO NATIONS REPRESENTED ON 'KATE SMITH HOUR'  
INTERNATIONAL FORUMS; TRIPS TO WASHINGTON OFFERED FOR ESSAYS

Robert Preble, president of Encyclopedia Britannica, has announced that his firm will donate a 24-volume set of the encyclopedia to a different foreign country each week through the auspices of Ted Collins' International Forum, which is a regular once-a-week feature of NBC-TV's KATE SMITH HOUR.

In addition, Preble announced that his firm will sponsor a 10-day, all-expense-paid trip to Washington, D.C., to the foreign student who writes the best essay on "How to Strengthen Democracy in a Free World." The foreign student will be able to see the operation of the United States government at first hand.

As part of Collins' program to foster better relations with other countries, he invites a foreign exchange student to participate in his weekly forum with three college editors. The country represented by the foreign student will receive the encyclopedia.

Collins announced the first set would go to Israel. It is being sent to President Ben-Zvi to be forwarded, at his discretion, to a university library, gymnasium or community library.

The "Kate Smith Hour," starring the famous singing personality, is presented over the NBC-TV network Mondays through Fridays (3 to 4 p.m., EST).

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NBC-New York, 11/18/53

INTERVIEWING TO GO TO NATIONAL ASSOCIATION OF  
INTERNATIONAL WOMEN: TRIPS TO WASHINGTON OFFERED FOR ESSAYS

Robert Tiedje, president of Encyclopedia Britannica, has announced that his firm will donate a \$25,000 prize to the winner of a different foreign country essay each week through the pages of Red Bulletin, International Woman, which is a regular one-week feature of NBC-TV's KATE SMITH HOUR.

In addition, Tiedje announced that his firm will sponsor a 10-day, air-exchange trip to Washington, D.C., to the foreign student who writes the best essay on "How to Strengthen Democracy in a Free World." The foreign student will be able to see the operation of the United States government at first hand.

As part of Collins' program to foster better relations with other countries, he invites a foreign exchange student to participate in his weekly forum with three college editors. The country represented by the visiting student will receive the encyclopedia. Collins announced the first set would go to Japan. It is being sent to President Kennedy to be forwarded, at his discretion, to a university library, (University of Kentucky, Louisville).

The "Kate Smith Hour," starting the forum at the beginning of the year, is presented over the NBC-TV network Monday through Friday (3 to 4 p.m. EST).

GERTRUDE BERG (OF 'GOLDBERGS' FAME) MARKS

24TH ANNIVERSARY IN BROADCASTING

- - -

Creator and Star of NBC Radio's 'House of Glass' Has Scored  
With Scripts and Portrayals in TV, Stage, Screen

Pioneer performer Gertrude Berg completes 24 years in radio on Friday, Nov. 20 with the regular weekly broadcast of her new program, HOUSE OF GLASS, (NBC radio, 9:35-10:00 p.m., EST).

Mrs. Berg, who made her writing and acting debut over the National Broadcasting Company on this same date -- Nov. 20 -- in 1929, originally had intended to limit her radio activities to that of writer. However, when she took some sample scripts to an NBC executive he was unable to understand her handwriting; she had written (and still does) her scripts in longhand. He asked her to read them aloud, and when she had finished, he astounded the young writer by saying he would take the show if she would play the leading role.

That role was Molly in "The Goldbergs," a family which has become known and beloved by millions of Americans through their appearances on radio and television and also in a movie, "Molly," a Broadway play entitled "Me And Molly" and a book called "The Rise of The Goldbergs."

(more)







2 - Gertrude Berg

Mrs. Berg's current radio program, "House of Glass," concerns itself with happenings in a Catskill resort hotel; she enacts the role of Sophie, the cook who is secretly engaged to Mr. Glass, the proprietor (portrayed by Joseph Buloff).

The program is produced by Mrs. Berg's son Cherney and is directed for NBC by Ken MacGregor.

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NBC-New York, 11/18/53 FWK

Mr. Bart's current radio program, "House of Glass," compares  
itself with happenings in a Catskill resort hotel, the exact role  
of Sophie, the cook who is secretly married to Mr. Glass, the  
proprietor (portrayed by Joseph Elyott).  
The program is produced by Mr. Bart's son, Murray, and is  
directed for NBC by Ken Kesey.

100-104 YORK, 11/10/53 PM



## TRADE NEWS

November 19, 1953

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NBC-TV AFFILIATES, MEETING IN CHICAGO, GIVE NETWORK UNANIMOUS  
RESOLUTION OF CONFIDENCE; HAIL PROGRESS AND ACCOMPLISHMENTS

\*-----\*

CHICAGO, Nov. 19 -- NBC's television affiliates gave the network a unanimous reaffirmation of confidence here Wednesday (Nov. 18) when they adopted a resolution hailing NBC-TV's "outstanding progress" and accomplishments.

The resolution, envisioning NBC "on the threshold of the greatest period of achievement in its history," was adopted at the close of a two-day meeting of representatives of 120 NBC-TV affiliates. Sessions were held at the Drake Hotel.

The resolution read:

"Whereas: We, the television affiliates of the National Broadcasting Company have had our first general meeting with NBC representatives since the Princeton, N.J., meeting in May, 1953, and have considered the progress of the NBC Television Network since that time.

"Be it resolved: That we reaffirm the resolution adopted at Princeton expressing our confidence in NBC's leadership and our enthusiastic endorsement of its program as outlined to us at that time by General Sarnoff.

(more)





## 2 - Resolution

"In the short space of six months, this program of action has been carried fully into effect. Under the direction of General Sarnoff, and with policies that are both sound and progressive, NBC is leading the way in the development of television as a service of maximum value to the public and maximum effectiveness to the advertisers.

"While sparing no effort or expense in the bringing to reality the new art and industry of color television, NBC has devoted itself to the maintenance and enlargement of its pre-eminence in creative programming, salesmanship, promotion and research and to the establishment of procedures for the most productive cooperation between the network and the affiliated stations.

"NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and confirm our conviction that it is on the threshold of the greatest period of achievement in its history.

"We unanimously endorse the presentations of the NBC representatives as reports of outstanding progress, and with this expression of confidence in General Sarnoff and the organization he heads, we adjourn our meeting."

Walter Damm, vice president and general manager of WTMJ-TV, Milwaukee, Wis., and chairman of the affiliates' group, presided at the meetings. Harry Bannister, NBC vice president in charge of station relations, introduced the NBC speakers, including: John K. Herbert, vice president in charge of television network sales, who outlined sales plans and prospects for the Winter and Spring; Jacob A. Evans, director of advertising and promotion for the television network, who gave a slide-film report on NBC's promotional activities; and Sylvester L. Weaver, Jr., vice chairman of the board, who detailed programming plans.

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NBC-New York, 11/19/53

"In the short space of six months, this program of action has been carried out into effect. Under the direction of General [illegible] and with policies that are both sound and progressive, NBC is leading the way in the development of television as a service of maximum value to the public and maximum effectiveness to the advertiser."

"While sparing no effort or expense in the bringing to reality the new art and industry of color television, NBC has devoted itself to the maintenance and improvement of its programming in general, to the programming, salesmanship, promotion and research and to the establishment of procedures for the most productive cooperation between the network and the affiliated stations."

"NBC's accomplishments since the Princeton meeting are a source of deep satisfaction to us and confirm our conviction that it is on the threshold of the greatest period of achievement in its history."

"We unanimously endorse the presentation of the NBC representatives as reports of outstanding progress, and with this expression of confidence in General Barnhart and the organization he heads, we adjourn our meeting."

Walter Dill, vice president and general manager of [illegible], Milwaukee, Wis., and chairman of the [illegible] group, presided at the meetings. Harry Barnhart, NBC vice president in charge of station relations, introduced the NBC executives, including John A. Harvey, vice president in charge of television network sales, who outlined sales plans and proposals for the Winter and Spring 1950-51 season. Director of advertising and promotion for the television network, [illegible], gave a slide-tape report on NBC's promotional activities and [illegible]. I. Weaver, Jr., vice chairman of the board, and [illegible] programming plans."





## TRADE NEWS

November 19, 1953

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'GIRL OF TODAY' TO BE CHOSEN IN NATIONWIDE SEARCH

- - -

Trip to Paris and NBC-TV Audition Among Awards  
In Contest to Be Conducted by 'Today' Program

\*-----\*

Calling all girls, calling girls -- all "Girls of Today," that is.

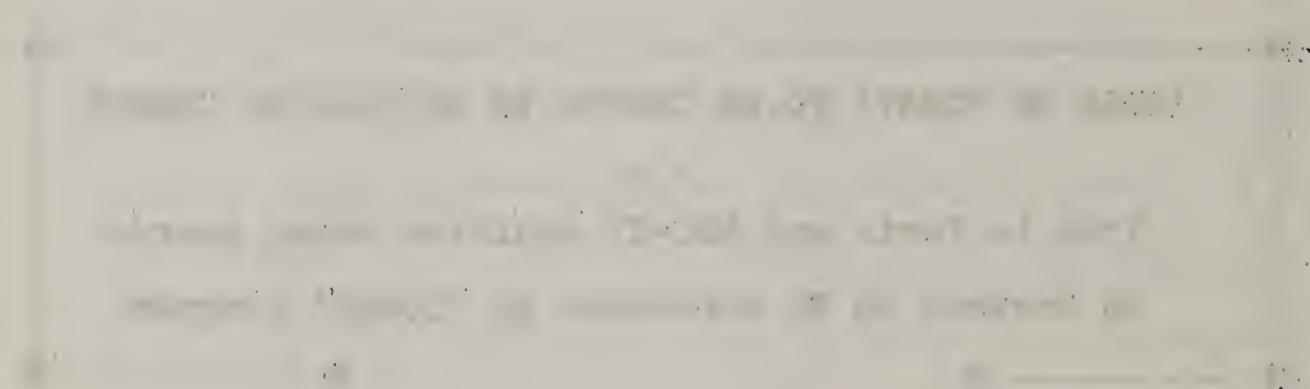
A nationwide search to find the "Girl of Today," with the winner receiving a 10-day vacation in Paris, will be conducted by the popular NBC-TV early morning news and special events program, TODAY.

The "Today" program, which stars Dave Garroway, is looking for a girl "poised, attractive and with personality plus -- a girl, in other words, who best typifies the 'girl of today.'"

The contest was conceived by Jacob A. Evans, director of advertising and promotion for NBC-TV, and stems from "The Girl of Today" song, which was written recently by the noted tunesmiths, Norman Leyden and Charles Grean. The song, inspired by the "Today" show, has been published by Trinity Music Inc. and recorded by M-G-M Records.

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2 - 'Girl of Today'

Details of the contest will be announced nationally Monday, Nov. 23, on "Today" and in magazines and newspapers.

Any girl, single or married, between the ages of 18 and 35, is eligible. To enter, all she has to do is submit a photograph of herself, together with her age and return address, to "Girl of Today," Box 4, New York 36, N.Y.

The contest will run from Nov. 23 until Jan. 15. By Feb. 5, eight finalists will have been chosen and will be flown to New York by NBC for five days of sightseeing, playgoing, appearances on NBC-TV and the contest finals.

The finals will be held on "Today" with judges including Garroway, famed model agency head John Robert Powers, Faye Emerson, designer Molly Parnis, and Lee Wagner of TV Guide Magazine.

On Feb. 15, the lucky finalist chosen "Girl of Today" will leave by air for a 10-day vacation for two in Paris. In addition, she will be outfitted by Molly Parnis and receive an NBC-TV audition.

"Today" is seen on NBC-TV Monday through Friday from 7-9 a.m., EST and CST.

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NBC-New York, 11/19/53

Details of the contest will be announced weekly.

Winners of "Today" and its associated contests.

The first prize is a vacation home for two for one week.

Prizes will be given to all who enter a contest.

Prizes will be given to all who enter a contest.

Box 1, New York, N.Y.

The contest will run from Jan. 1 to Jan. 31.

Prizes will be given to all who enter a contest.

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Box 1, New York, N.Y.

Box 1, New York, N.Y.

November 19, 1953

'MAN OF THE YEAR' TV PROGRAM, INSPIRED BY TIME MAGAZINE FEATURE,  
WILL BE SPECIAL HOUR-LONG PRESENTATION ON NBC SUNDAY, DEC. 6

MAN OF THE YEAR, a survey in dramatic form highlighting outstanding personalities of 1953, inspired by Time magazine's annual cover feature, will be presented on NBC-TV Sunday, Dec. 6, from 5 to 6 p.m., EST, by the Parker Pen Company, in cooperation with Time. The production will be in the time spot of "Hallmark Hall of Fame," which will resume its weekly schedule the following Sunday.

Producer-director Dee Engelbach has conceived an original treatment for the "Man of the Year" theme, in which it is expected that many personalities prominent in the world of government and politics, fine arts, science, entertainment, religion, sports and other categories will appear.

Ben Gazzara, who achieved overnight stardom on Broadway in the current play, "End As A Man," has been signed to portray a young writer, recently out of college, who applies for a job at Time magazine. The editor advises him to write the best story he can think of as a sample of his talent. The neophyte reporter decides

(more)





2 - 'Man of the Year'

that an ideal piece of reporting might be a quest for the man of the year, based on personal interviews with "grass roots" people. All of Greater New York will be his beat, with the TV camera following him in his odyssey. He hopes to find the key to the nomination of the man or woman who most affected the news of the world for good or evil in 1953.

Time magazine started its "Man of the Year" quest in 1927.

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NBC-New York, 11/19/53





## TRADE NEWS

November 20, 1953

### NBC WILL BROADCAST 'COLGATE COMEDY HOUR' IN RCA COMPATIBLE COLOR SYSTEM

The COLGATE COMEDY HOUR, starring Donald O'Connor, will be broadcast in compatible color by the National Broadcasting Company Sunday, November 22 (8-9 p.m., EST).

The broadcast, one of a number of "color premieres" being conducted by the network, will be made under special authorization of the Federal Communications Commission as another broadcast in the series of tests of the technical signal specifications recommended for adoption as color television standards by the Radio Corporation of America and NBC, and by the National Television System Committee. It will be the first compatible color broadcast of a sponsored network program.

The show, which normally originates in NBC's Hollywood studios, will move to the network's Colonial Theatre in New York, world's first completely equipped television studio for compatible color, for this "premiere." The broadcast, using the RCA all-electronic compatible color system, will be seen in high quality black-and-white on the nation's existing sets.

Earlier "color premieres" in the NBC series were on a closed-circuit basis, since FCC experimental authorization for color broadcasting normally is limited to sustaining programs. Special authorization relating to the Sunday colorcast is for this program only.

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NBC TRADE NEWS

LEADING RADIO NEWS SHOW, NBC'S 'NEWS OF THE WORLD'  
GAINS EVEN HIGHER RATING IN LATEST NIELSON REPORT

Morgan Beatty's NEWS OF THE WORLD (NBC radio, 7:30-7:45 p.m., EST) has strengthened its position as the most popular news program in radio according to the latest Nielson report, which shows the program has increased its audience rating by half a point.

The Beatty show, now having a Nielson rating of 4.8, not only leads all of the multi-weekly news programs in radio, but draws in addition a larger audience than the leader of the "one-a-weekers," the Walter Winchell show on ABC radio which has a rating of only 3.9. Of the five leading multi-weekly news programs listed in the current Nielson report, all showed increases in audiences except one. Largest increase in audience among the top five was that of NBC's Alex Drier, which went up from a 1.2 to a rating of 2.3.

Nielson lists the leading five multi-weekers as follows: "News of the World," 4.8; Lowell Thomas, 3.6; Gabriel Heatter, 3.4; Alex Dreier, 2.3., and Edward R. Murrow, 2.3.

"News of the World" is sponsored by Miles Laboratories of Elkhart, Ind. The agency is the Geoffrey Wade Advertising Agency of Chicago.

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NBC-New York, 11/20/53

LEADING STATE AND NON-STATE GROUPS BY THE COMMISSION  
ON THE STATUS OF WOMEN IN THE UNITED STATES

WOMEN LEADERSHIP IN THE UNITED STATES (1970-1975)

The Commission on the Status of Women (CSW) was established in 1970 as a permanent body to monitor and promote the implementation of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW). The CSW is composed of 18 members, including 10 women and 8 men, representing a wide range of countries and backgrounds. The Commission's mandate is to monitor the progress of the implementation of CEDAW and to provide recommendations to the United Nations General Assembly.

The Commission has held several sessions since its establishment, each focusing on a specific theme related to women's rights. The first session, held in 1975, was devoted to the theme of "Women and Development". The second session, held in 1978, was devoted to the theme of "Women and Peace". The third session, held in 1981, was devoted to the theme of "Women and the Environment". The fourth session, held in 1984, was devoted to the theme of "Women and the Media". The fifth session, held in 1987, was devoted to the theme of "Women and the Law". The sixth session, held in 1990, was devoted to the theme of "Women and the Economy". The seventh session, held in 1993, was devoted to the theme of "Women and the Environment". The eighth session, held in 1996, was devoted to the theme of "Women and the Media". The ninth session, held in 1999, was devoted to the theme of "Women and the Law". The tenth session, held in 2002, was devoted to the theme of "Women and the Economy". The eleventh session, held in 2005, was devoted to the theme of "Women and the Environment". The twelfth session, held in 2008, was devoted to the theme of "Women and the Media". The thirteenth session, held in 2011, was devoted to the theme of "Women and the Law". The fourteenth session, held in 2014, was devoted to the theme of "Women and the Economy". The fifteenth session, held in 2017, was devoted to the theme of "Women and the Environment". The sixteenth session, held in 2020, was devoted to the theme of "Women and the Media".

The Commission has also held several special sessions, each focusing on a specific issue related to women's rights. The first special session, held in 1982, was devoted to the theme of "Women and the Environment". The second special session, held in 1985, was devoted to the theme of "Women and the Media". The third special session, held in 1988, was devoted to the theme of "Women and the Law". The fourth special session, held in 1991, was devoted to the theme of "Women and the Economy". The fifth special session, held in 1994, was devoted to the theme of "Women and the Environment". The sixth special session, held in 1997, was devoted to the theme of "Women and the Media". The seventh special session, held in 2000, was devoted to the theme of "Women and the Law". The eighth special session, held in 2003, was devoted to the theme of "Women and the Economy". The ninth special session, held in 2006, was devoted to the theme of "Women and the Environment". The tenth special session, held in 2009, was devoted to the theme of "Women and the Media". The eleventh special session, held in 2012, was devoted to the theme of "Women and the Law". The twelfth special session, held in 2015, was devoted to the theme of "Women and the Economy". The thirteenth special session, held in 2018, was devoted to the theme of "Women and the Environment". The fourteenth special session, held in 2021, was devoted to the theme of "Women and the Media".

Agency of Chicago

RAY SCHERER, BOB BLAIR WILL COVER 3-POWER CONFERENCE  
FROM BERMUDA FOR NBC RADIO AND TELEVISION

Ray Scherer, NBC's veteran White House correspondent, and Bob Blair, news-cameraman, have been assigned to cover the Three-Power Conference in Bermuda, Dec. 4 to 8, for NBC radio and TV.

President Eisenhower and John Foster Dulles, Secretary of State, will meet with England's Prime Minister Winston Churchill and Foreign Secretary Anthony Eden, and France's Premier Joseph Laniel and Foreign Minister Georges Bidault, to discuss "ways of reassuring the other half of the world that we mean them no harm" and other matters of high policy.

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JAMES ANDERSON TO TALK ON CAREERS IN RADIO AND TV

"Careers for Young Men in Radio and Television" will be the topic of James Anderson, placement interviewer in the NBC Personnel Department, when he addresses the Greater New York Boy Scout Vocational Conference Saturday, Nov. 21. The conference will be held at the Good Ship John W. Brown, Pier 73, East 25th Street, New York.

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RALPH EDWARDS HIES TO N.Y. FOR THREE

'THIS IS YOUR LIFE' TELECASTS

Ralph Edwards, emcee of NBC-TV's program THIS IS YOUR LIFE (Wednesdays 10 p.m., EST) accompanied by his wife and several members of his production staff, left Los Angeles by train Friday, Nov. 20 for New York, where he will do his next three TV shows: Nov. 25, Dec. 2 and Dec. 9. They will return to the West Coast for the show of Wednesday, Dec. 16.

Edward's TRUTH OR CONSEQUENCES (NBC radio, Thursdays 9 p.m., EST) has been taped in advance for the period he will be in the East.

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ASSOCIATE DIRECTOR BILL MALCOLM REJOINS NBC RADIO

Associate director Bill Malcolm will return to NBC radio during the first week in December, it was announced today by John Cleary, NBC's director of Network Radio Programs.

Malcolm has been on a military leave of absence serving in the Japan-Korea area with the 1st Radio Broadcasting and Leaflet Group, a psychological warfare organization.

He joined the NBC staff as a page boy in 1944. When called to duty during the Korean emergency, Malcolm was associate staff director for NBC radio. He is a graduate of the Armed Forces Information School where he completed courses in Public Information and in Psychological Warfare.

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McCALL'S ARTICLE BY MRS. RALPH EDWARDS TURNS THE TABLES  
ON RADIO-TV SHOWMAN BY TELLING STORY OF HIS OWN LIFE

Mrs. Ralph Edwards, wife of the NBC-TV showman whose program THIS IS YOUR LIFE is heard on Wednesday nights (10 p.m., EST) has collaborated with McCall's writer Isabella Taves on an article entitled "Ralph Edwards, This Is YOUR Life" in the December issue of McCall's Magazine, currently on sale.

The story is biographical in nature, covering Edwards' career from his birth in Merino, Colo., to his present-day fame as a radio and television personality. Mrs. Edwards discusses her husband's attitude toward the program, "This Is Your Life," the background of research required for the show, and Edwards' reasons for selecting various principal subjects.

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EILEEN LANGE NAMED ACTING MAGAZINE EDITOR OF NBC PRESS

Eileen Lange, a former magazine editor and free lance writer, has been named acting magazine editor of the NBC Press Department, it was announced today by Richard T. Connelly, NBC director of press.

She will act as magazine editor in the absence of Auriel Macfie, who is taking a six-month leave. Miss Lange is a former junior editor of Cosmopolitan, associate editor of Good Housekeeping and fiction department; head of Woman's Home Companion.

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NBC-New York, 11/20/53



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MANY DISTINGUISHED AWARDS GIVEN 'VOICE OF FIRESTONE'  
DURING QUARTER OF A CENTURY ON NBC NETWORK

Many major distinctions were bestowed on the VOICE OF FIRESTONE during its 25 years on the air. The program's silver anniversary will be observed Monday, Nov. 30 (NBC-TV and radio, 8:30 to 9 p.m.; continued on TV only until 9:30 p.m., EST).

The following are some of the more recent tributes:

Citation of Merit for the best network (NBC radio) program for adults, from the General Federation of Women's Clubs (1952). Certificate of Recognition for "bringing about a better way of life during 1951" from the Freedoms Foundation. The Award of Achievement as the best classical music program, as selected by radio and TV editors of the United States and Canada (1951), from Motion Picture Daily.

The Gold Medal Award for the best classical music show (1952), from TV Guide. The best musical show of the year (1952) by the annual Radio-Television Daily poll of the nation's radio and television editors. A citation in the Christopher Awards for the Easter, March 30 (1953) simulcast.

Best serious music program in radio in the third annual listeners' poll conducted by the Wisconsin State Journal. The best classical music show in Fame's TV poll of Motion Picture Daily (1952).

The Distinguished Achievement Award (1951) in the field of musical programs, from TV Radio Life. The favorite classical music program in the popularity poll of TV Digest (1951). First

(more)



place for outstanding achievement in the field of TV (1950), from TV Forecast.

The radio award (1951) from the American Legion Auxiliary. Favorite musical program in the 1950 poll of Radio and Television Mirror. Citation for distinguished service for the United Red Feather campaigns (1951).

The annual radio poll certificate (1950-51) from the Cleveland Plain Dealer.

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NBC-New York, 11/20/53

of the following information in the field of the above-mentioned

information.

The source stated that the information was obtained from

the source's personal knowledge and is not based on any other

information. The source stated that the information was obtained from

the source's personal knowledge.

The source stated that the information was obtained from

the source's personal knowledge.

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## TRADE NEWS

November 23, 1953

25,690,000 TV SETS IN U.S.A. AS OF OCT. 1

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NBC Estimate Shows 56 Per Cent of Homes Now Are Equipped

There were 25,690,000 television sets in the United States as of Oct. 1, according to an estimate released today by Hugh M. Beville, Jr., NBC director of research and planning.

This represents an increase of 457,000 sets during September and indicates that there have been 4,456,000 installations since Jan. 1, 1953. Based on 25,690,000 sets, about 56 per cent of all U.S. homes now have television.

The NBC-TV network as of Oct. 1 included 127 operating stations, of which 97 were interconnected. This interconnected network serves areas accounting for 24,883,000 sets, or 96.9 per cent of all the sets in the country.

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NBC TRADE NEWS

WEMBLEY TO SPONSOR SEGMENT OF 'TODAY'

Wembley Inc. of New Orleans, manufacturer of men's ties, has purchased one participation a week for 52 weeks, beginning Feb. 3, on TODAY, NBC-TV's early morning news and special events program. The contract was placed through Fitzgerald Advertising Agency, Inc.

"Today" stars Dave Garroway and is seen Monday through Friday from 7-9 a.m., EST and CST.

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PAUL KNIGHT REJOINS NBC RADIO AS ASSOCIATE DIRECTOR

Paul Knight will rejoin the NBC radio network as an associate staff director, on Jan. 1, 1954, it was announced today by John Cleary, director of programs for NBC radio.

Knight, who first joined NBC in 1940, took a leave of absence in August, 1951, to assist Radio Free Europe in the operation of its powerful anti-Communist station in Munich, Germany. //

In World War II Knight served with the U.S. Army Band. He attended Florida University, and later the Cincinnati Conservatory where he received the degree of Bachelor of Music.

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NBC-New York, 11/23/53







NBC SPOT SALES

# News

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NBC SPOT SALES NAMES PERCIVAL MANAGER OF SPOT RADIO IN SAN FRANCISCO

NBC Spot Sales has appointed Martin H. Percival manager of Spot Radio Sales for its San Francisco office, it was announced today by William Davidson, National Spot Sales radio manager.

Percival's appointment is effective immediately, and he is already in San Francisco. He replaced Heber H. Smith.

Percival had been an account executive in the New York office of NBC Spot Sales since October, 1951. Previously, he was with McCann-Erickson as a time buyer, and earlier was at the Grey Advertising Agency in the same capacity. He also worked in the research department of Sullivan, Stauffer, Colwell and Bayles, New York.

He was born in Indianapolis, Ind., served with the Eighth Air Force during World War II, and graduated from Tufts College in 1948, after his college education was interrupted by war service. He is married to the former Camilla Johnson. They have one daughter.

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NBC-New York, 11/23/53



NEW LIST OF CREDITS FOR 'KRAFT TELEVISION THEATRE' ON NBC-TV

PROGRAM:	KRAFT TELEVISION THEATRE
TIME:	NBC-TV, Wednesdays, 9 p.m., EST.
FORMAT:	Full-hour drama.
STARS:	Vary with each program
PRODUCERS-DIRECTORS:	Maury Holland Harry Herrmann Richard Dunlap
DESIGNER:	Duane McKinney
ANNOUNCER:	Ed Herlihy
SPONSOR:	Kraft Foods Co.
AGENCY:	J. Walter Thompson
ORIGINATION:	"Live" from New York
STARTING DATE:	May 6, 1947

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November 24, 1953

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NBC TO TELECAST 'MARCH OF MEDICINE' PROGRESS REPORT  
FROM A.M.A. CLINICAL MEETING IN ST. LOUIS

\*-----\*

FOR RELEASE FPIDAY A.M., NOV. 27

The third in the new series of MARCH OF MEDICINE progress reports on the country's health problems will be telecast nationally on NBC-TV from the Clinical Meeting of the American Medical Association in St. Louis, Mo., Thursday, Dec. 3 (10:00-10:30 p.m., EST).

The coast-to-coast telecast will be produced and sponsored by Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm, in cooperation with the American Medical Association.

The Clinical Meeting in St. Louis, which opens Monday, Nov. 30, will feature a program for the general practitioner. The TV report to the American people will not deal with any one medical problem, but will be based on some of the highlights of the sessions.

Unlike the Annual Meeting of the A.M.A., which is held each year in June, the scientific program of the Clinical Meeting is not divided into sections, though it features topics in broad fields. Physicians attending the Clinical Meeting will see demonstrations on subjects ranging from opportunities for research in general practice,

(more)



2 - 'March of Medicine'

to pain, cardio-vascular diseases, virus infections, pulmonary diseases, cancer, neurological and psychiatric problems, surgery, arthritis and many other topics.

By special arrangement, the United States Tobacco Co. is relinquishing its "Martin Kane" time from 10 to 10:30 p.m., EST, on Dec. 3, so that the "March of Medicine" can be telecast.

The "March of Medicine" programs were inaugurated more than a year ago by Smith, Kline & French in cooperation with the A.M.A. The first progress report of the current series was telecast from Boston on Oct. 8, the subject being heart disease. The second report, dealing with cancer, was telecast on Nov. 5 from four centers: San Francisco, Chicago, New Orleans and New York.

Ratings on past "March of Medicine" programs show that about 15,000,000 Americans view the progress reports, which are designed to give the American people the latest developments in research going on in the nation's great medical centers and universities. More than 70 NBC-TV stations will carry the Dec. 3 program.

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NBC-New York, 11/24/53





PROCTER & GAMBLE TO SPONSOR TWO MORE SEGMENTS  
OF 'ON YOUR ACCOUNT' TV SHOW

Procter & Gamble Co. of Cincinnati will add two quarter-hour segments to its sponsorship of NBC-TV's ON YOUR ACCOUNT, beginning Thursday, Dec. 3.

The new time segments will be Monday and Thursday (4:45-5 p.m., EST). In addition, Procter and Gamble will continue sponsoring the Tuesday, Wednesday and Friday (4:30-5 p.m., EST) periods of this popular Monday-through-Friday half-hour program.

Tide is the product advertised on all P & G segments of "On Your Account." The agency is Benton & Bowles Inc. The show is seen on 88 stations of NBC-TV.

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'RAILROAD HOUR' SPONSORSHIP RENEWED

The Association of American Railroads has renewed THE RAILROAD HOUR for 13 weeks on the full NBC radio network commencing Monday, Dec. 28, Fred Horton, director of sales for NBC radio, announced today.

The popular NBC radio network musical is broadcast Mondays 8-8:30 p.m., EST, and stars vocalist Gordon MacRae with Carmen Dragon's orchestra. Benton & Bowles is the agency for the association.

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5TH \$5000 DENNIS DAY AWARD GOES TO MISSOURI WOMAN

The fifth \$5,000 cash prize winner in NBC-TV's Dennis Day Contest is the wife of a high-school principal in St. Joseph, Mo. Mrs. Victor Coy's alertness in listening to the RCA VICTOR SHOW STARRING DENNIS DAY (NBC-TV, Mondays, 9 p.m., EST) on Nov. 23 won her the cash prize.

"I was afraid I might have a heart attack before you people could reach me," she exclaimed and told the representatives of the program that the money would be used to re-do her kitchen and buy a new car.

The question she was asked was: "In the song 'Oh What a Beautiful Morning' what would make an Iowa farmer jealous?" Mrs. Coy replied that "The corn is as high as an elephant's eye."

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NBC-New York, 11/24/53

# THE NEW YORK TIMES

FRIDAY, JANUARY 10, 1958

THE NEW YORK TIMES, 1211 AVENUE OF THE AMERICAS, NEW YORK 20, N.Y.

Subscription price: \$12.00 per year in advance. Single copies: 10¢.

Published by The New York Times Company

The New York Times is published daily except on Sundays and public holidays.

Second-class postage paid at New York, N.Y., and at additional mailing offices.

Postmaster: Please send address changes to The New York Times, 1211 Avenue of the Americas, New York 20, N.Y.

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Printed in the United States of America

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CAST AND CREDITS FOR OPERA 'MACBETH' ON NBC-TV
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Following are cast and credits for the second production of the season of the NBC Television Opera Theatre, Verdi's "Macbeth," Saturday, Nov. 28 (NBC-TV, 4:30-6:00 p.m., EST):

CAST

CONDUCTOR.....	Peter Herman Adler
Macbeth.....	Warren Galjour
Lady Macbeth.....	Patricia Neway
Banquo.....	Lee Cass
Macduff.....	William Boehm
Fleance.....	Robert Holland
Messenger.....	John Zadorozny
Servant to Macbeth.....	William Ryan
First Murderer.....	Pasquale Verduce
Second Murderer.....	William Lewis
Nurse.....	Ruth Kobart
Doctor.....	David Aiken
Man Apparition.....	Francis Monachino
First Lady Apparition.....	Carole O'Hara
Second Lady Apparition.....	Frances Paige
King Apparitions.....	Lee Cass, Michael
	Bondon, Sigmund Mezey,
	Robert Leffler, Jamison
	Gill and Robert Holland
Three Witches.....	Felice Conde, Glen Tetley
	and John Butler
Duncan.....	Gordon Clarke
Chorus Women:	Elizabeth Dunning, Joyce Gill, Ethel Greene,
	Beth Hawkins, Rosalia Maresca, Carole O'Hara,
	Doris Okerson, Frances Paige, Dina Soresi and
	Louise Whetsel
Chorus Men:	Michael Bondon, Jamison Gill, Robert Holland,
	Robert Leffler, William Lewis, Sigmund Mezey,
	Francis Monachino, Hans Riiwald, William Ryan,
	Pasquale Verduce, Albert Wilcox, Arthur Ulisse
	and John Zadorozny.

(more)







CREDITS

Producer.....Samuel Chotzinoff  
Music and Artistic Director.....Peter Herman Adler  
Director.....John Bloch  
Associate Producer.....Charles Polacheck  
Associate Conductor.....Leo Mueller  
English Version.....Giovanni Cardelli  
Musical Assistant.....Leonard Kastle  
Audio Director.....George Voutsas  
Settings.....William Molyneux  
Costumes.....John Boxer  
Choreography.....John Butler  
Lighting.....Jack Fitzpatrick  
Audio Engineer.....John Evans  
Technical Director.....Heino Ripp  
Makeup.....Dick Smith

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NBC-New York, 11/24/53





## TRADE NEWS

November 25, 1953

NBC-TV AND RADIO TO BRING NATION COVERAGE OF ROSE BOWL  
FOOTBALL GAME FOR THIRD CONSECUTIVE YEAR  
ON 'GILLETTE CAVALCADE OF SPORTS'

For the third consecutive year, the New Year's Day Rose Bowl football game in Pasadena, Calif., will be televised and broadcast by NBC as a part of the GILLETTE CAVALCADE OF SPORTS.

The Gillette Safety Razor Company of Boston, Mass., will sponsor the coast-to-coast coverage of this pioneer of all bowl games over the full NBC radio network and all available stations of NBC-TV. The coverage will start at 4:45 p.m., EST and continue until about 7:30 p.m., EST, or completion of the game between Michigan State, co-champion of the Big Ten, and the University of California at Los Angeles, the Pacific Coast Conference ruler.

NBC's relationship with the Rose Bowl goes back to 1927, when Graham's McNamee's play-by-play description of the Alabama-Washington classic that New Year's Day was the first coast-to-coast radio broadcast. In 1952, NBC-TV put the show on coast-to-coast television for the first time to an estimated audience of 15,798,000 viewers. And this year, the NBC Research and Planning Department estimates that 39,949,000 persons across the country will watch the contest. Sportscasters for the coverage will be announced soon. Maxon Inc. is the agency for Gillette.

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# NBC

## TRADE NEWS

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November 25, 1953

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MAURICE EVANS TO RE-CREATE HIS MOST FAMOUS ROLE  
IN TWO-HOUR PRODUCTION OF 'KING RICHARD II' ON NBC-TV

- - -

'Hall of Fame' to Present First Television Version  
Of Shakespeare's Play on Jan. 24

\*-----\*

FOR RELEASE SUNDAY A.M., NOV. 29

Maurice Evans, who won national acclaim in his television debut as "Hamlet" on NBC-TV last April, will re-create the role that won him stardom in this country when he presents his two-hour production of Shakespeare's "King Richard II" on HALLMARK HALL OF FAME Sunday, Jan. 24 (NBC-TV, 4 to 6 p.m., EST).

This will mark the first television version of Shakespeare's historical tragedy, and Evans' second appearance on TV.

Sarah Churchill, hostess, narrator and star of "Hallmark Hall of Fame" in its regular one-hour format seen each Sunday at 5:00 p.m., EST, will be reunited with Evans for "King Richard II," enacting the role of his Queen. Miss Churchill was Ophelia in Evans' TV production of "Hamlet."

(more)



2 - "King Richard II"

The production will be sponsored by Hall Brothers, Inc., in behalf of Hallmark greeting cards. Hall Brothers also sponsored Evans' video "Hamlet."

Maurice Evans has virtually retained intact the unit associated with him on "Hamlet." Albert McCleery will be NBC executive producer and director. George Scheafer will direct for the Evans office. Emmett Rogers and Mildred Freed Alberg will be associate producers. Once more Richard Sylbert will design the scenery and Noel Taylor will be in charge of costumes.

Maurice Evans took Broadway by storm when he first presented "King Richard II" in New York in February, 1937. Always considered one of the Bard's more difficult plays to present, it had not been given in this country for 60 years. No actor in the history of the American theatre has ever received more lavish praise than that heaped upon Evans by critics and public alike immediately following his appearance as Richard. It is generally conceded to be his greatest role.

Brooks Atkinson in The New York Times wrote: "Mr. Evans and his colleagues have plucked the heart out of it in one of the most thorough, illuminating and vivid productions of Shakespeare in recent memory. When the final curtain descended ... everyone realized that a play had been honestly played by one of the finest actors of our time." William Hawkins in the New York World-Telegram stated that it "gave the American public a new idea about Shakespeare. It forgot pomposity and went in for rip-snorting excitement."

(more)





After a lengthy run on Broadway, Evans made a triumphant nationwide tour in "King Richard II." The work remained so consistently popular in the memory of his fans that he revived it at the City Center in New York as a festival production in January, 1951, again drawing lavish praise. Evans readily admits that production costs today would preclude any stage revival or tour, which is why he is especially pleased with the opportunity to present it to a multi-million mass audience via TV.

Evans personally has adapted Shakespeare's work to television, and considers it an ideal vehicle for the medium. The two-hour production will be divided into three acts. Outstanding in its pageantry and notable for its lyric beauty, which is superbly realized in Evans' interpretation, "King Richard II" includes such colorful scenes as Richard's abdication of the throne and the panoply of the crowning at Westminster Abbey of the usurper, Bolingbroke, as King Henry IV.

"King Richard II" is the story of a "playboy king" who believed he ruled by divine right and who was completely heedless of his personal responsibility to his people and his kingdom. Deposed by insurgent nobles who rebelled at his excesses, Richard ultimately found dignity and true nobility only in the tragedy of his ultimate ruin.

An outstanding cast is being assembled by Evans for the other leading roles in the play.

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NBC-New York, 11/25/53

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TWO MORE SPONSORS FOR 'KATE SMITH HOUR'  
UNDER DIVIDED SEGMENT PLAN

Two more sponsors have bought into NBC-TV's THE KATE SMITH HOUR under the divided segment plan by which a client may purchase half of a 15-minute segment.

Beginning Dec. 23, Parker Brothers, Inc., of Salem, Mass., will sponsor seven and a half minutes of the Wednesday, 3:15-3:30 p.m., EST, time spot for its Parker Brothers games. The order is for six participations and was placed through Badger and Browning & Parcher, Inc., of Boston.

On Jan. 13, American Hair & Felt Company of Chicago will begin sponsorship on alternate Wednesdays of seven and a half minutes in the 3:15-3:30 p.m., EST, period. This order is for nine participations and was placed through Grant Advertising, Inc., of Chicago. Ozite carpet cushions will be the product advertised.

"The Kate Smith Hour" is seen Monday through Friday from 3-4 p.m., EST.

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NBC-New York, 11/25/53





# NBC

## TRADE NEWS

November 30, 1953

SPECIAL ONE-HOUR TELECAST OF 'MAN OF THE YEAR' WILL HIGHLIGHT  
TIME MAGAZINE'S QUEST FOR 'MOST IMPORTANT NEWSMAKER' OF 1953

An outstanding array of personalities will be guests on the special one-hour telecast of MAN OF THE YEAR, highlighting a search for 1953's most important news-maker, on Sunday, Dec. 6 (NBC-TV, 5-6 p.m., EST).

Ogden Nash, noted humorist and versifier, will be narrator-host of the hour-long program, sponsored in the public interest by the Parker Pen Company in cooperation with Time magazine.

Others who will appear "live" include New York's Mayor-elect Robert F. Wagner, Jr., Senator John F. Kennedy (D.-Mass.); Florence Chadwick, swimming champion; Fred Allen, Artie Shaw, Korean War jet ace Joseph McConnell, Jack Dempsey, Mickey Spillane, Ed Thorgenson, Dr. Carlton Coon, anthropologist and archaeologist, of the University of Pennsylvania; Earl Sande, the jockey; Hulan E. Jack, recently elected Borough President of Manhattan; and Wernher von Braun, guided missile expert of the U.S. Army.

Via film clips, "Man of the Year" will also highlight Konrad Adenauer, Shah Mohammed Reza Pahlevi, Malenkov, Senator Joseph McCarthy (R.-Wisc.), Mao Tze Tung, Pope Pius, deposed King Farouk, Mohammed

(more)



## 2 - 'Man of the Year'

Naguib, Marshal Tito, General Franco, Premier Laniel of France, Premier Pella of Italy, the late Robert A. Taft, Mohammed Mossadegh, David Ben Gurion, Stalin, Herbert Brownell, Alcide de Gasperi, former President Truman, General Nam II, General George C. Marshall and Secretary of State John Foster Dulles.

The fictionized format of the program will present an enterprising reporter on a roving mission all over Greater New York.

Ultimately his quest is designed to uncover the people's choice of the man or woman who most dominated the news of the year and in so doing left an indelible mark -- for good or evil -- on history. His assignment has been suggested by a noted publisher who, appropriately enough, will be James A. Linen, publisher of Time.

Ben Gazarra, young actor who catapulted to stardom in the current Broadway play, "End As a Man," will portray the inquiring reporter. His real-life wife, actress Louise Erickson, will appear opposite him on the show in a scene set in the United Nations building.

Since 1927, the editors of Time have been featuring a "Man of the Year" cover story annually. Last year's choice was Queen Elizabeth II. 1951 saw Iran's former premier, Mohammed Mossadegh, named. Previous citations have included such world figures as Franklin D. Roosevelt, Winston Churchill, Harry S. Truman, George C. Marshall and Stalin. Similarly, "Man of the Year" on TV will survey likely candidates from such diverse fields of human achievement as politics, fine arts, education, religion, sports and entertainment.

(more)







The entire production has been conceived by Dee Engelbach, who will also produce and direct. Ken Englund, top Hollywood scenarist responsible for such screen fare as "Androcles and the Lion," "The Caddy," "The Secret Life of Walter Mitty" and the upcoming Hope-Crosby film, "The Road to the Moon," is writing the show. Vladimir Selinsky is composing the original music, which is being scored for a 31-piece orchestra and choir. Herb Andrews is designing the settings.

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NBC-New York, 11/30/53



# NBC

## TRADE NEWS

du-

November 30, 1953

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NBC-TV PROGRAMS AND PLAYERS LEAD THE FIELD  
IN SYLVANIA TELEVISION AWARDS FOR 1953

\*-----\*

FOR RELEASE WEDNESDAY A.M., DEC. 2

NBC-TV programs took a major share of the Sylvania Television Awards for 1953, presented by the Committee of Judges, headed by Deems Taylor, at the Awards Announcement Dinner at the Hotel Pierre in New York City ~~last night~~ (Tuesday, Dec. 1). Awards are made annually "to honor those who are advancing creative television technique."

The NBC network won awards for "Ding Dong School" ("outstanding achievement in a field of juvenile education that hitherto has been overlooked"), for Donald O'Connor (whose appearances on "Colgate Comedy Hour" brought him a citation as "the most versatile outstanding variety performer of the year"), for "American Forum of the Air" ("the outstanding discussion program as a public service"), and for "Dragnet" ("the outstanding law enforcement documentary series").

Also honored were a relatively unknown actor and the author of the original television script in which the actor won recognition.

(more)





## 2 - Sylvia Awards

He is Rod Steiger, named "the most outstanding television actor of the year," and the teleplay is "Marty," by Paddy Chayefsky, called "the best script written directly for television." "Marty" was produced on the NBC "Goodyear Television Playhouse."

An award for "the best-written adaptation for television" went to Irving Gaynor Neiman's "Appointment in Samarra," which was produced on NBC-TV by the "Robert Montgomery Presents Your Lucky Strike Theatre" program..

The TV-Radio Workshop of the Ford Foundation, producer of "Excursion," a program for young people on the NBC-TV network, won an award for "outstanding contribution to the advancement of creative television technique."

For "their outstanding work on the Ford 50th Anniversary Show," produced on both NBC and CBS, awards went to Leland Hayward, producer; Clark Jones, director, and Jerome Robbins, choreographer. Mary Martin received an award for "outstanding individual variety performance on the Ford Show." Miss Martin was cited for her individual pantomime fashion satire on this program. //

Certificates of Merit were presented to sponsors of winning programs and their advertising agencies, as well as to networks, stations and many persons connected with the production and presentation of the programs.

Following are the texts of the citations to NBC programs and personalities:

(more)



### 3 - Sylvania Awards

DING DONG SCHOOL - "Designed for pre-kindergarten children, ages three to five, 'Ding Dong School' gently introduces youngsters to the world around them. They participate actively in stories, games and simulated direct conversation with 'Miss Frances,' known to educators as Dr. Frances Horwich. Learning has magically become fun on this program. Educational television could use more of this brand of magic."

DONALD O'CONNOR -- "Though he is young in years, Mr. O'Connor's show business background qualifies him as a seasoned troupier. In his appearances on the 'Colgate Comedy Hour' he has brought to the home audience that quality of youth and vitality lacking in so many television performers. It is a distinct pleasure to watch him dance. His flair for comedy is without brashness. He handles a song with debonair ease."

AMERICAN FORUM OF THE AIR -- "The debate format of this program lets the home viewer see and hear prominent public figures expressing opposing viewpoints on pertinent issues of the day. Skillful moderation guides the discussion. Presented as a public service, this series is noteworthy as adult education."

DRAGNET -- "We are all too familiar with the stereotype of the police officer or detective who serves as a dull-witted comedy foil for the wise-cracking 'private eye' or crime reporter. Single-handedly, one program has debunked this myth, presenting the law enforcement officer as an honest public servant who gets results by painstaking routine investigation. This series does not glamorize crime; it exposes the folly of it. Violence is kept to a minimum and phony heroics are conspicuously missing. Technically, the program is excellent, demonstrating the effectiveness of motion picture films made in the television idiom."

APPOINTMENT IN SAMARRA -- "Television's place in the American home naturally imposes upon it the rigid standards of good taste. Many classic works of literature and the theatre, where greater artistic latitude prevails, are extremely difficult to present on television without the loss of their intrinsic worth. Irving Gaynor Neiman's adaptation of John O'Hara's book, 'Appointment in Samarra,' was a masterful example of how the emotional impact of a story can be maintained even when it must stay within the limits of television proprieties."

(more)







THE TV-RADIO WORKSHOP OF THE FORD FOUNDATION --  
"...The only program which consistently, and on a grand scale, experiments with the new and untried on television today. Much of the material presented on its two programs, "Omnibus" and "Excursion," has won critical and popular favor. On occasion, these two programs have displayed moments of true television greatness. We present a Special Award for its courage and imagination."

ROD STEIGER -- "Many fine actors appear on television during the course of a year. Some of them are established stars from the theatre or motion pictures. Most are comparative unknowns, confining their efforts to television in order to master the specialized techniques of the newest entertainment medium. They play a diversity of roles on a number of different programs. Of this latter group, none displayed more versatility and consistent excellence than Rod Steiger. Confirmed viewers have seen him as an Air Force radar technician, Andre Vishinsky, Dutch Schultz and, most triumphantly, as 'Marty,' an unattractive man desperately seeking a wife to give purpose and direction to his life."

LELAND HAYWARD, CLARK JONES, JEROME ROBBINS -- "If given the opportunity to see for a second time only one program presented on television this past year, the Committee would vote unanimously for the Ford 50th Anniversary Show. We realize that it enjoyed resources which no other program or series has received, but for sheer entertainment value this two-hour extravaganza was beyond compare. To its producer, director and choreographer, respectively, we are particularly indebted for a glimpse of what may be the future of television variety entertainment."

MARY MARTIN -- "Words can scarcely convey the Committee's enthusiastic response to Miss Martin's performance in the now classic fashion sketch on this program. Her pantomime satire of feminine costumes and attitudes throughout the past 50 years was supported by impeccably written and superbly delivered narration. The entire scene evoked our spontaneous applause, which we translated into a unanimous Award."

MARTY -- "Paddy Chayefsky's...sensitive perception in developing the characters of Marty and those around him was matched by the general excellence of the physical production and the performances of the players."

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